San Francisco
TRAVELER

A GUIDE FOR VISITORS

sftravel.com

Presented by BIGBUS SAN FRANCISCO

Our Gate is Open™

THE WAIT IS OVER.

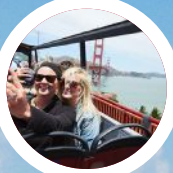
It's time to satisfy your pent-up desire to explore. And what better way to do that than with an adventure in San Francisco? We can't wait to welcome you to the City by the Bay.

Getty Images

BIG BUS TOURS

In a city of stunning bays, bridges and hills, our San Francisco hop-on, hop-off bus tour is the perfect way to sightsee. Enjoy the flexibility as you explore the treasures of Golden Gate Bridge to Fisherman's Wharf, Haight Ashbury to Chinatown.

Golden Gate Bridge



Fisherman's Wharf

Haight Ashbury

Chinatown

Dear Visitors,

On behalf of the entire team here at San Francisco Travel, let me say that we are so looking forward to welcoming you to the City by the Bay.

We love sharing San Francisco with the world and we think it's the most compelling destination on Earth. That's why we're honored to know that you're planning to visit—especially after the strange and challenging year we had.

Here are a few tips from our team of experts that will make your San Francisco experience easier and more enjoyable.

BEFORE YOU ARRIVE

- Read our San Francisco Traveler from cover to cover. It's full of great ideas for exploring San Francisco and our neighboring Bay Area destinations.
- Visit our website, sftravel.com. You'll find inspiring content, as well as terrific deals to save on hotels and attractions.
- Take our Safe Travel Pledge, located on our website. In our new world of travel, we encourage visitors to travel responsibly and protect the health and safety of both themselves and those around them.

WHEN YOU ARRIVE

- Be sure to follow any public health guidelines that may be in effect at the time of your visit. They're being enacted for your protection.
- If you've made any reservations or bookings before you arrived, particularly for dining or an attraction, confirm those plans with the appropriate persons. We wouldn't want you to be surprised by any changes to the experience.

AFTER YOU LEAVE

- Share your memories of San Francisco on social media. Tag your posts with #alwayssf so we can see how much fun you had.
- Keep up with everything happening in our city by following us on Facebook, Twitter, and Instagram (@onlyinsf). You can also subscribe to our newsletters at www.sftravel.com/subscribe.
- Start planning your next visit!

Best wishes for an unforgettable stay in San Francisco!

JOE D'ALESSANDRO
President & CEO

Our Strategic Partners *Welcome You*

Courtesy of San Francisco Travel Association

Alamo Square

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Contiki travelers visiting the Golden Gate Bridge
Image provided by
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San Francisco Travel Association (2); contiki.com

Lombard Street

Getty Images

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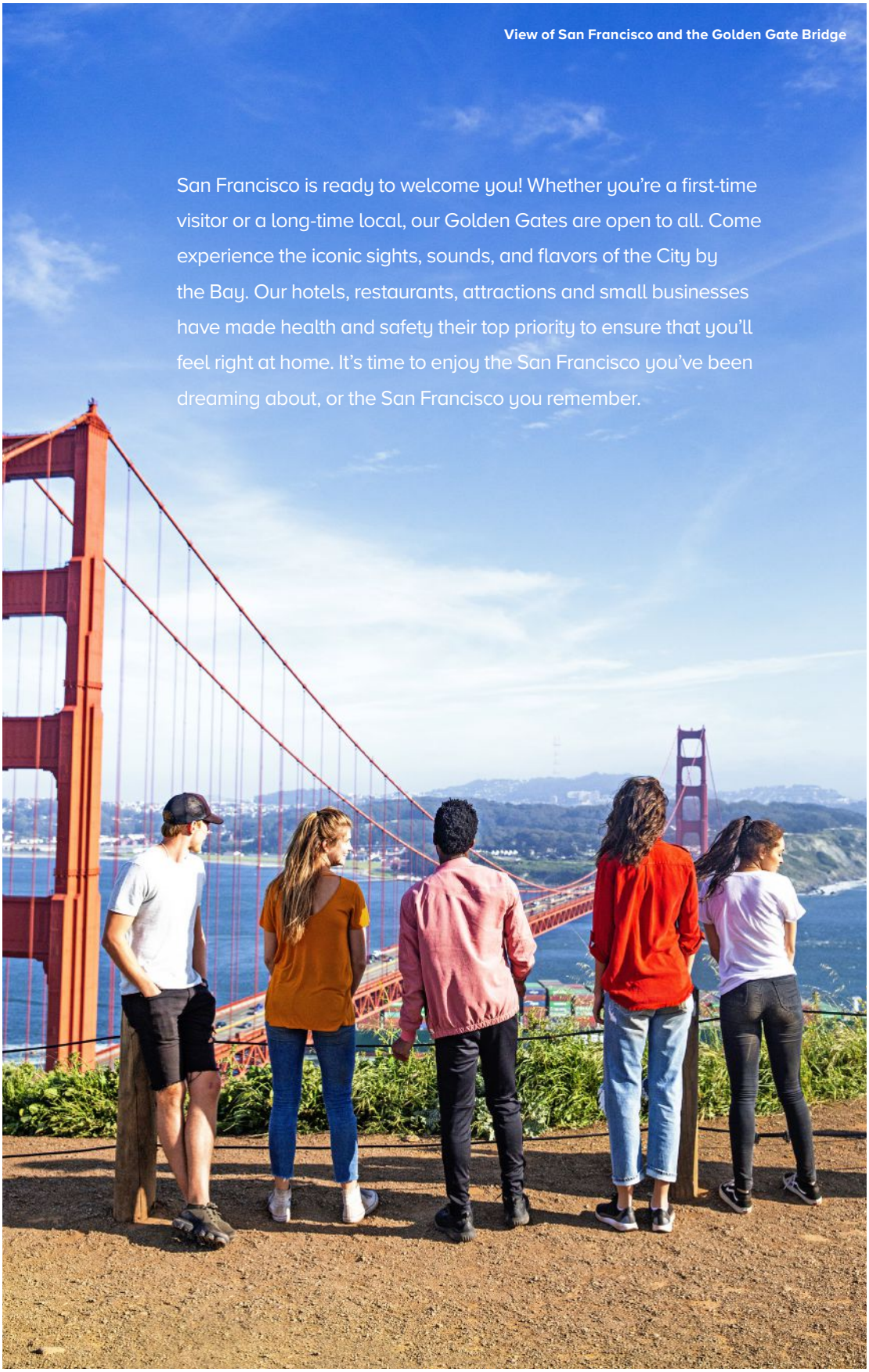
Welcome!

San Francisco Travel Association



View of San Francisco and the Golden Gate Bridge

San Francisco is ready to welcome you! Whether you're a first-time visitor or a long-time local, our Golden Gates are open to all. Come experience the iconic sights, sounds, and flavors of the City by the Bay. Our hotels, restaurants, attractions and small businesses have made health and safety their top priority to ensure that you'll feel right at home. It's time to enjoy the San Francisco you've been dreaming about, or the San Francisco you remember.

contiki.com

SAN FRANCISCO FAQS

Your questions about San Francisco, answered.

WHAT TO EXPECT: HEALTH & SAFETY

San Francisco Travel, in partnership with the local hospitality and business community, is committed to providing travelers with accurate and timely information about traveling to our city safely. The health and safety of our visitors and residents are our highest priorities. We work closely with the U.S. Travel Association, Visit California, San Francisco International Airport officials and the San Francisco Department of Public Health (SFDPH) to stay informed of the highest cleaning standards and safety protocols.

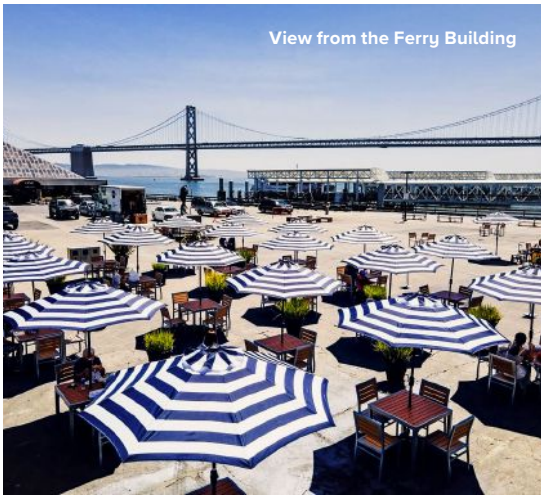
Salesforce Transit Center

HEALTH AND SAFETY AT HOTELS, RESTAURANTS, STORES AND ATTRACTIONS

To create a safer environment for guests and employees, San Francisco's businesses are employing enhanced health and sanitation practices at their properties. Hotels, restaurants, stores, attractions and other businesses have also implemented new safety measures, including but not limited to:

- Increased frequency of cleaning and disinfecting with use of EPA-registered disinfecting chemicals
- Signage/letters communicating cleaning procedures and social distancing protocols
- Amenities available only upon request
- Flexible reservations
- Health/temperature screenings
- Directional signage for one-way aisles
- Hand sanitizer/washing stations
- Increased outdoor and private spaces

Contact businesses directly for more information on their specific measures and standards to ensure guest safety.



View from the Ferry Building

@bvohsearch; Marc Fiorito

TRAVEL RESPONSIBLY

For guidance on how to visit San Francisco safely and in a thoughtful and respectful manner, we ask that travelers read and follow our Safe Travel Pledge, available on our website at **sftravel.com/article/take-san-francisco-safe-travel-pledge**.

PRACTICAL CONSIDERATIONS

WHAT'S THE WEATHER LIKE?

San Francisco has mild weather year-round with temperatures seldom rising above 70° F (21° C) or falling below 40° F (5° C). The golden rule of packing for a trip to San Francisco: bring layers! Fog can roll in at any time, and areas near the water can feel cool.

WHAT ARE SOME TIPS FOR SAVING MONEY WHILE VISITING SAN FRANCISCO?

You can save on transportation by using the San Francisco Municipal Public Transportation Passport, which allows unlimited rides on Muni bus, streetcar, metro and even cable cars. Passports come in one-, three- and seven-day increments. For affordable itinerary suggestions, check out "10 Things to Do for $10 or Less" on page 54.

IS IT REALLY AS HILLY AS PEOPLE SAY?

Absolutely. San Francisco is built atop more than 40 hills spread across just 49 square miles—but it's very manageable, as proven by our many popular walking tours.

WHAT'S THE DIFFERENCE BETWEEN A CABLE CAR AND A STREETCAR?

San Francisco offers many modes of public transportation including both cable cars and streetcars, which date back to the 19th century. The main difference between them is how they derive power. Cable cars (the ones you'll recognize from Hollywood films) are pulled up the hill by a cable wire underneath them, while streetcars run on an electric motor attached to an overhead wire. (Don't call either one a trolley; the locals will take offense!) Purchase a Muni Passport to experience rides on both.

What's New In 2021

ASIAN ART MUSEUM EXPANSION

San Francisco's creative culture is second-to-none. The city is full of arts institutions with global reputations. This year, the Asian Art Museum is showcasing its recent 13,000-square-foot expansion, creating more space for its prized collection of artifacts that spans 6,000 years of history.

HOW CAN I FIND OUT WHAT'S GOING ON IN SAN FRANCISCO WHEN I'M VISITING?

Whether it's outdoor concerts, cultural festivals or live theater in the park, there's always something going on in San Francisco. Check out lists of annual and upcoming events, or sign up for the San Francisco Travel enewsletter, at **sftravel.com**.

WHAT CAN I VISIT ALONG THE 49 MILE SCENIC DRIVE?

The 49 Mile Scenic Drive is a comprehensive self-guided tour that includes all of the major points of interest in San Francisco. Find a map at **sftravel.com** and follow the blue line from the Golden Gate Bridge to Oracle Park and Golden Gate Park to the Ferry Building.

HOW CAN I MAKE RESERVATIONS FOR GUIDED TOURS OR TICKETED ATTRACTIONS?

For attractions, tours, and tickets call toll free 1-800-637-5196 or visit our booking page at **tickets.sftravel.com** to purchase online.

Find more answers to frequently asked questions on **sftravel.com.**

Rendering ©wHY and Asian Art Museum

8 Most Shareable PHOTO SPOTS

1 GOLDEN GATE BRIDGE

No trip to San Francisco is complete without a visit to the Golden Gate Bridge; but to capture a great angle of it, consider finding unique vantage points. Crissy Field, a former military airfield south of the bridge, offers gorgeous views as well as spots for picnicking. Or, venture to Fort Point to snap a photo that will really make jaws drop.

2 GOLDEN GATE PARK

From the Japanese Tea Garden to the Conservatory of Flowers, this world-famous park is a treasure trove of photo ops. Check out the de Young Museum while you're there to see an array of contemporary and modern art, and soak up the 360-degree views from the observation deck.

3 THE PRESIDIO

For another stunning view of the Golden Gate Bridge, head to the Presidio to get a wide shot of the full span. While you're there, explore Andy Goldsworthy's immersive outdoor art gallery, and keep an eye out for colorful birds like Allen hummingbirds and belted kingfishers.

@secret.san.francisco; @thewhimsysoul; @california_diary_; Getty Images

4 THE PAINTED LADIES OF ALAMO SQUARE

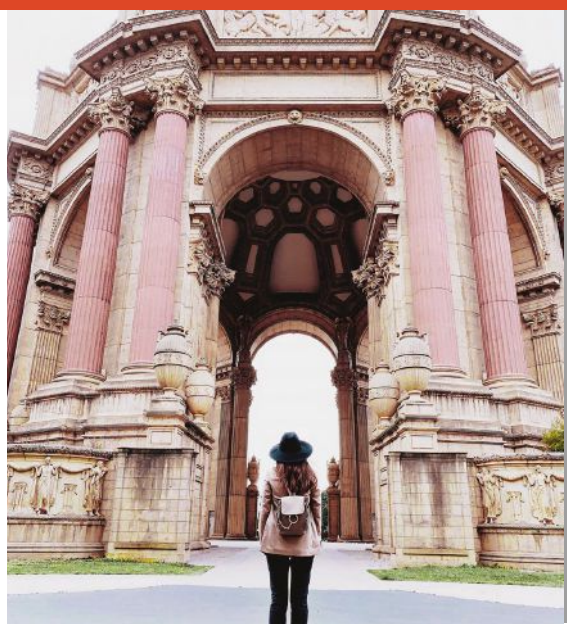
These fanciful Victorian houses at Hayes and Steiner streets are easily one of the most photographed destinations in the city. Get the best shot of the ladies and the skyline by climbing up to the top of Alamo Square right before sunset.

San Francisco is one of the most beautiful cities in the world. With waterside views, unique architecture, exquisite cuisine and diverse culture, it's naturally photogenic. Here are just a few spots for taking FOMO-inducing photos on your next trip to the City by the Bay.

5 MISSION DOLORES PARK

Snap a shot of palm trees, sloping hills, and the San Francisco skyline—not to mention some eye-catching locals—at the top of this park. On your way there, stroll through the Mission District to observe hundreds of vibrant murals.

SHARE WITH US ON INSTAGRAM. TAG YOUR PICS WITH #ALWAYSSF



7 PALACE OF FINE ARTS

With Greek-style columns, this architectural masterpiece is definitely one of the most recognizable and resplendent landmarks in the city.

6 PIER 39

Packed with sea lions and free performances of all sorts, there's so much to capture on camera at this destination.

8 ALCATRAZ FERRY

For an unspoiled view of Alcatraz, the site of the first lighthouse in the western United States and infamous former penitentiary, make your way to Pier 33 for a short, scenic voyage on Alcatraz Cruises.

@miglu_miglu; @jimmmy03; @ruruhappylife; Getty Images

TOURS FOR EVERY TASTE

Tours are a terrific way to get a taste of what makes San Francisco so unique. Whether you want to experience the city's natural beauty, try some local food or learn a little history, these guided and self-guided tours will lead you in the right direction.

CUISINE SCENE

Want to dive into San Francisco's culinary scene but not sure where to start? Take a food tour! **Local Tastes of the City**'s North Beach/Little Italy walking tour allows you to sample sweet and savory recipes that have been passed down for generations and visit an authentic Italian delicatessen. In Chinatown, **Wok Wiz**'s "I Ate My Way Through Chinatown" tour is the ultimate must for foodies. The tour includes a dim sum breakfast and snacks from bustling Chinese food markets, fortune cookie-making and a family-style lunch. Local guides infuse the tour with history and fun facts about the neighborhood throughout.

HISTORY LESSONS

From the Gold Rush and the infamous 1906 earthquake, to the establishment of the flower power movement in the 1960s and the birth of Silicon Valley, the hills and buildings of San Francisco all have stories to tell. Follow along on a **City Guides Walking Tour** to learn about the history of the city's people, neighborhoods and architecture. Themed tours also focus on specific time periods and cultural movements. Visitors interested in learning about the past from spooky spirits will have a ghoulishly good time on **Wild SF Tour**'s Haunted San Francisco Ghost Tour.

LOCAL BREWS

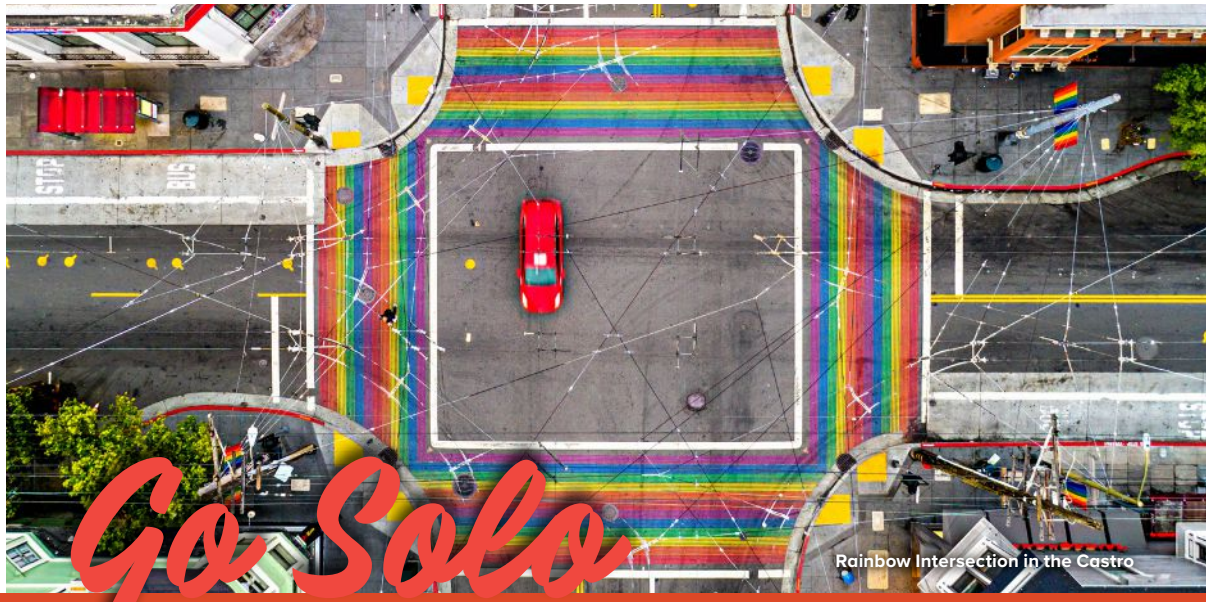
America's first craft beer was brewed right here in San Francisco at **Anchor Brewing**, so we like to think we know a thing or two about the subject. Visit some of the breweries around town with **SF on Tap** neighborhood-specific walking tours. In addition to generous beer samples at each stop, you'll hear stories from past and present, learn something new and even see some of San Francisco's most photogenic streets. SF on Tap also offers a combination tour with entrance to Alcatraz, as well as specialized private tours.

PRIVATE PARTY

Call all the shots on **Spark Experiences**' Private Classic SF City Tour, where you and up to four friends can explore San Francisco in a luxurious Tesla Model X on a tour that's tailored specifically to you. Short on time? This is a great way to see all of the major sights in one day. If you're staying longer (and we hope you are!), it's also a great orientation for your first day in the city to gather itinerary ideas and restaurant recommendations from your driver/guide for the days ahead.

OUTDOOR ADVENTURES

Northern California is bursting with natural splendor, both within and beyond San Francisco city limits. Whether you're hoping to wander through redwood forests, catch a glimpse of a spotted owl or listen to the soothing sounds of creek waters, **Viator**'s Muir Woods & Sausalito Tour has you covered. A bus will take you across the Golden Gate bridge into Muir Woods National Monument, where you'll have time to explore on your own and soak in the serenity of nature. Then it's over to charming Sausalito, where you can browse boutiques while taking in a different vantage point of the San Francisco skyline. If you're looking for some cardio, meet up with **Urban Hiker SF** for guided tours of hiking trails hidden in the city that lead to spectacular views.



Go Solo

Rainbow Intersection in the Castro

Here are two self-guided neighborhood tours if you prefer to explore at your own speed.

THE MISSION:

Known for delicious cuisine, the Mission District is also a hub for vibrant street art. Follow this easy 1.8-mile (2.9 km) self-guided tour to see some of the most notable works—and stop for snacks along the way.

- Start at **Balmy Alley**, where you'll find the most concentrated collection of murals in the city.
- From 24th St., walk west toward Valencia St. and stop at the corner of Osage and 24th streets to observe another masterpiece.
- Turn right onto Valencia St. and stop for a tasty lunch at **Tacolicious**. If happy hour is nigh, **Curio** has creative and well-crafted cocktails.
- Detour just half a block west on 18th St. to marvel at more murals, most notably on the **Women's Building**.
- Back at Valencia, turn right just shy of 17th St. into **Clarion Alley** to see a collection of art that's curated to promote political, economic and social justice messages.

THE CASTRO:

San Francisco celebrates LGTBQ love and diversity across the city, but pride is particularly palpable in the Castro neighborhood. See five major Castro sights on this 0.9-mile (1.4 km) self-guided tour.

- Start at the **Castro Theater**, a historical landmark that blends modern and vintage and elevates every movie-going experience.
- Make your way down Castro St. and turn right on 18th St. to visit the **GLBT History Museum**, the first stand-alone museum of gay, lesbian, bisexual, and transgender history and culture in the U.S.
- **Castro Camera** (575 Castro St.) is the store that became a central hub of the growing gay community and Harvey Milk's campaign headquarters before and while he served the city of San Francisco as an elected official.
- Finally, pick up some food to-go from **Harvey's** (500 Castro St.) and head east to **Dolores Park** for a picnic. **Dolores Park** has been a center for cultural, political and sports activities since the 1960s and continues to serve as a community hub for the 'hood today.

Women's Building Mural

Castro Victorian Houses

Dolores Park

PINKASEVICH - stock.adobe.com; DN6 - stock.adobe.com; Getty Images/Jason Doiy; San Francisco Travel Association; Getty Images

SAN FRANCISCO'S MUST-SEE MUSEUMS

With interactive exhibits, nightlife events and some of the country's most diverse collections, San Francisco's museums rank among its top attractions. Whether you're interested in art, science, history or pop culture, there's something for everyone. If seeing the magnificent collections isn't enough, their critically acclaimed architecture offers some of the best photo ops in the city. Be sure to include a stop at one (or more) of these museums during your stay.

ASIAN ART MUSEUM

200 Larkin St.

Located in the Civic Center neighborhood opposite City Hall, this stately museum has one of the world's most diverse collections of art and objects from across the Asian continent, spanning 6,000 years of human history. Visitors can enjoy beautiful paintings, sculptures, furniture, textiles and armor, among other objects. A recent expansion, creating an additional 13,000 square feet of exhibition space, was completed in 2020.

California Academy of Sciences

CALIFORNIA ACADEMY OF SCIENCES

55 Music Concourse Dr.

Home to an aquarium, planetarium and natural history museum "all under one living roof," the California Academy of Sciences is an institution like no other. From the splashing penguins to the four-story living rainforest and colorful coral reef ecosystem, there's something to delight visitors of all ages.

CALIFORNIA HISTORICAL SOCIETY

678 Mission St.

The California Historical Society has been preserving the rich history of California for more than 140 years. Explore engaging and informative exhibits at their location in the bustling SoMa neighborhood. The book store is an ideal spot to find California-centric books and gifts.

CARTOON ART MUSEUM

781 Beach St.

Founded in 1984, the Cartoon Art Museum houses everything from comic strips, comic books and anime to political cartoons, graphic novels and underground comix. People of all ages can participate in animation workshops and mingle with professional cartoonists. The museum is located in Fisherman's Wharf just one block from Ghirardelli Square.

CHILDREN'S CREATIVITY MUSEUM

221 Fourth St.

Even if you're not traveling with kids, the Children's Creativity Museum is a fun way to spend the day. Filled with interactive exhibits that focus on animation, music and digital media, the museum is located opposite a historic carousel in Yerba Buena Gardens. Be sure to take a ride!

CONTEMPORARY JEWISH MUSEUM

736 Mission St.

The Contemporary Jewish Museum presents dynamic exhibitions and educational programs exploring modern perspectives on Jewish culture, history and ideas.

DE YOUNG MUSEUM

50 Hagiwara Tea Garden Dr.

Nestled in Golden Gate Park, the de Young houses more than 27,000 works and includes an extensive collection of American art from the 17th through 21st centuries. There's much to see, from textiles and costumes to rare paintings. Don't miss the wraparound views of San Francisco from atop the Hamon Observation Tower.

EXPLORATORIUM

Pier 15, The Embarcadero

The Exploratorium is a museum for all ages and boasts more than 650 interactive exhibits. Experiment with thoughts, feelings and social behavior in the Human Phenomena Gallery. Experience different types of rainstorms in the outdoor North Gallery, and investigate the history, geography and ecology of the bay in the Fisher Bay Observation Gallery. There's even more to explore at the adults-only program, "After Dark."

LEGION OF HONOR

100 34th Ave.

Built to commemorate Californian soldiers who died in World War I, the Legion of Honor is a neoclassical landmark overlooking Lincoln Park and the Golden Gate Bridge. The museum's collection covers more than 4,000 years of ancient and European art, as well as the Achenbach Foundation for Graphic Arts. Don't miss a performance on the Skinner pipe organ on weekends at 4 p.m.

Legion of Honor

San Francisco Travel Association (4)

Museum of the African Diaspora

MUSEUM OF THE AFRICAN DIASPORA (MOAD)

685 Mission St.

The Smithsonian-affiliated MoAD seeks to share the art and stories of African heritage with audiences from around the world. It is one of the few museums in the country dedicated to the African diaspora, the migration of African people, and their lasting cultural and historical impact.

MUSEUM OF CRAFT AND DESIGN

2569 Third St.

One of North America's few institutions dedicated to contemporary craft and design, the museum's mission is to explore the active roles these practices play in everyday life through original and traveling exhibitions, collaborations with institutions from around the world, and opportunities to learn how to make your own crafts.

SAN FRANCISCO MUSEUM OF MODERN ART (SFMOMA)

151 Third St.

This gem in SoMa has seven floors, 45,000 square feet of free exhibits, and a façade inspired by the waters and fog of San Francisco Bay. The museum's permanent collection includes more than 33,000 pieces. Newer additions include the Fisher Collection, which includes works by Andy Warhol, Alexander Calder and many others, and the Pritzker Center for Photography, the largest space permanently dedicated to photography at any art museum in the U.S.

THE WALT DISNEY FAMILY MUSEUM

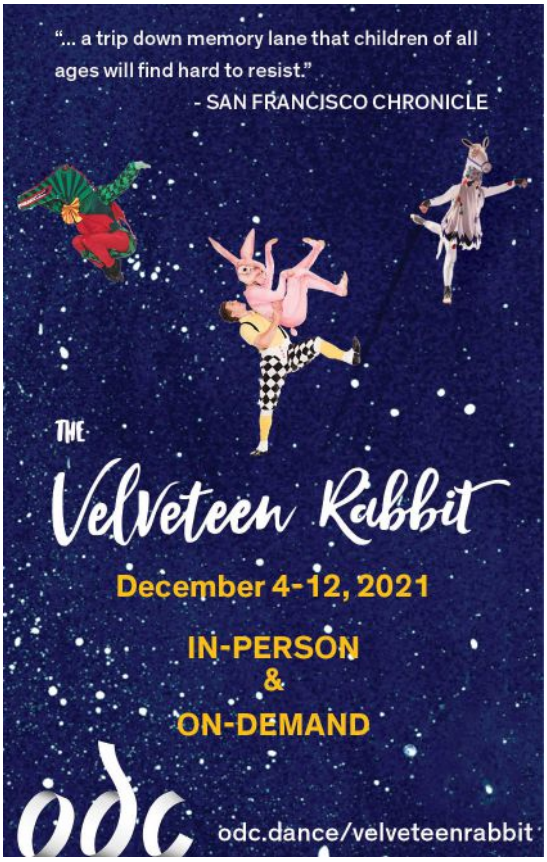
104 Montgomery St., Presidio

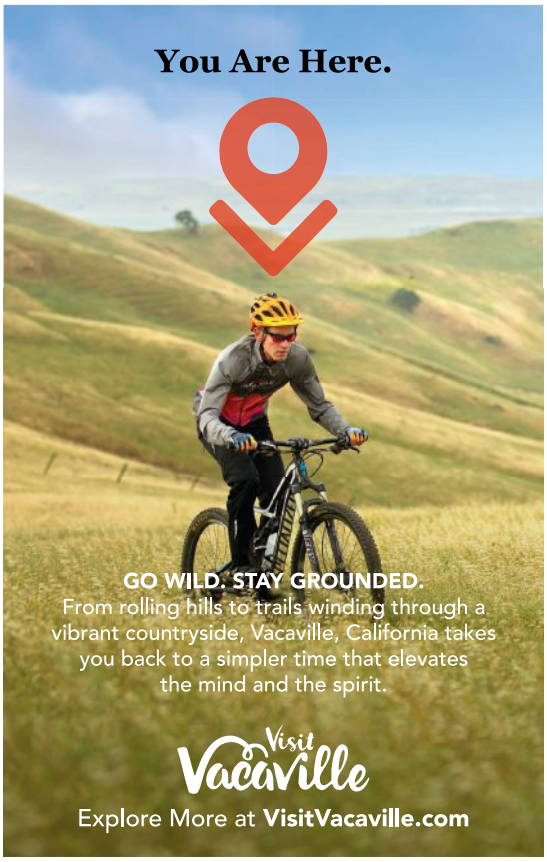
This museum is dedicated to the life and work of Walt Disney, creator of some of America's most beloved animated characters, including Mickey Mouse. Housed in a historic building in the Presidio, it features interactive galleries and state-of-the-art exhibits showcasing early drawings, cartoons, movies and a spectacular model of Disneyland. While you're there, enjoy daily screenings of Disney classics.

YERBA BUENA CENTER FOR THE ARTS

701 Mission St.

Located in the heart of Yerba Buena Gardens, Yerba Buena Center for the Arts presents cutting edge, contemporary visual art, performances, film/video and community engagement programs by some of the most innovative artists working today. YBCA is distinguished by its support for artists from around the world.





The Music Lover's Guide TO SAN FRANCISCO

Thanks to a creative spirit and steadfast countercultural streak, the roots of San Francisco's music scene run famously deep. The list of artists who have made a name for themselves here reads like a who's who of music history, spanning genres from jazz to rock to punk. Read on to discover the city's most iconic musical must-sees.

HISTORIC HAIGHT-ASHBURY

To dive straight into San Francisco's musical atmosphere, start in **Haight-Ashbury**. This neighborhood of brightly painted Victorian homes became the epicenter of the Summer of Love in 1967, when more than 100,000 flower children converged on San Francisco to revel in hippie culture. It was during this era that The Grateful Dead, Jimi Hendrix, Janis Joplin and Jefferson Airplane skyrocketed to stardom with the searing guitars, provocative lyrics and electrifying live performances that came to characterize the "San Francisco sound." Today you can still explore their old stomping grounds, cue up some psychedelic tunes and snap a photo of the iconic street signs at the corner of Haight and Ashbury.

Don't leave the neighborhood without checking out beloved **Amoeba Music** on Haight St. This independent shop is a renowned destination for music collectors and regularly pops up on lists of the world's best music stores. You can also grab your own groovy locally-made threads from tie-dye emporium **Love on Haight**.

LEGENDARY VENUES

While San Francisco is a great place to immerse yourself in music history, it's also a hot spot for seeing live shows. In the 1950s and '60s, blues and jazz reigned supreme, with icons like Miles Davis and Thelonious Monk recording seminal albums in local clubs. To honor this legacy, the award-winning **SFJAZZ Center** opened in Hayes Valley in 2013, showcasing the best of the Bay Area's local jazz scene, as well as the biggest names in international music. Stop by to enjoy a show and a cocktail at B-Side, the center's in-house lounge.

The baroque **Great American Music Hall** was once graced by jazz greats like Count Basie, Duke Ellington and Dizzy Gillespie. Nowadays, you can see artists like Suzanne Vega and David Crosby there.

Perhaps the city's most well-known venue is **The Fillmore**, opened by concert promoter Bill Graham in 1968. This intimate theater is where many famous rockers got their start, including Creedence Clearwater Revival and Santana. It's still going strong, regularly hosting many of today's hottest acts. **The Chapel** in the Mission neighborhood is one of the city's most unique places to catch a show. Originally built in 1914 as a mortuary, it's been transformed into a hip space for live music. The vaulted ceilings make for a jaw-dropping concert setting no matter who's playing.

ONE-OF-A-KIND FESTIVALS

Whatever genre you're into, there's a music festival in San Francisco to suit your taste. One of the most anticipated events of the year is **Outside Lands**, a music and art festival that takes place each August in Golden Gate Park. Past headliners include Paul McCartney, Radiohead, Pearl Jam and Stevie Wonder. Prefer banjo strums to pop beats? Don't miss **Hardly Strictly Bluegrass**, a free outdoor festival in October featuring influential bluegrass, folk, rock and blues artists. And if you prefer to see some of the world's buzziest up-and-comers, try **Noise Pop** in February. The event spans a couple of weeks and hosts dozens of shows at smaller venues all around the city.

Love on Haight

Amoeba Music

SFJAZZ Center

Love on Haight: @missdhutch; San Francisco Travel Association

Local Note

To truly experience the hometown sound, tune into BFF.fm. This nonprofit community radio station supports emerging and underground artists of the Bay Area music scene.

5 THINGS: GEORGE MCCALMAN

George McCalman is an artist and creative director. His studio, McCalman.Co, designs brands for a range of clientele. Additionally, he's a visual columnist for the San Francisco Chronicle, featured in "Observed" and "The Usual." His first book, "Illustrated Black History," is due to be published by Harper Collins in Fall 2021. Read on for his recommendations for experiencing San Francisco.

WHAT IS YOUR FAVORITE PLACE IN SAN FRANCISCO TO FIND INSPIRATION?

During the pandemic, my absolutely favorite place became Golden Gate Park. It's been a revelation to rediscover a part of San Francisco that I am ashamed to admit that I had taken for granted. On the surface, it's a gigantic natural wonderland located in the center of the city. But underneath that, it's been an opportunity to commune with nature in a more acute way. I pay more attention to the slowed down rhythms of plant life; the powerful cycle of birth and death and rebirth; and the color palette that continues to inspire me. There are lessons in the natural world for every human being on earth.

Peter Prato

WHERE DO YOU RECOMMEND VISITORS GO TO SEE AND SUPPORT LOCAL ART?

I recommend checking local listings to see what's open, but SOMArts is an under-appreciated gem in the heart of downtown San Francisco. The large overhead space lends itself to people moving around safely and there is outside art to be inspired by.

WHAT IS YOUR FAVORITE PLACE TO GO FOR A WALK?

I live in Hayes Valley and I love the half streets that pepper my neighborhood. At times I'll turn the corner and feel like I'm lost in a European city. I've lived in San Francisco for 20 years, and it always feels like a new delight.

WHAT WOULD YOUR PERFECT DAY IN SAN FRANCISCO LOOK LIKE?

A walk along Ocean Beach after a long day. I have an art studio that is a few blocks away from the main strip of Ocean Beach. I find that the strip of sand and water has such a different personality depending on the weather, and I appreciate the varying tones. There are days that are foggy that tend to not attract as many people. Those are my favorite times to go because it's more intimate and I have more of the beach to myself. I think of it as a mystical and spiritual place.

WHERE SHOULD VISITORS GO TO DEEPEN THEIR UNDERSTANDING OF SAN FRANCISCO'S HISTORY AND LEGACY?

As cultural institutions are reopening, I'd suggest San Francisco Museum of Modern Art (SFMOMA). The place I start in my own life is with art. You see perspective in brush strokes, learn history in subject matter and engage in humanity through an appreciation of how art can touch each of us.

PLACES THAT GIVE US PRIDE

In San Francisco, Pride is more than a parade. It's a state of mind and something you'll find in neighborhoods and communities throughout the city. Here are just a few places where you can experience local LGBTQ culture, community and history year-round.

GLBT HISTORY MUSEUM AND ARCHIVES

Celebrating San Francisco's queer past, the GLBT History Museum (4127 18th St.) is the first full-scale, stand-alone museum of its kind in the U.S. Its archives contain an impressive collection of lesbian, gay, bisexual and transgender historical materials.

GLIDE MEMORIAL CHURCH

Three decades after opening in the 1930s, Glide (330 Ellis St.) joined the national social justice movement among religious organizations. In 1964, they brought together homophile activists (precursors to the gay rights movement) and religious leaders to form the Council on Religion and the Homosexual (CRH)— the first organization in the U.S. to include "homosexual" in its title.

GOLDEN GATE PARK/ AIDS MEMORIAL GROVE

The National AIDS Memorial Grove, or "The Grove," is located in the eastern part of Golden Gate Park. This is a dedicated space where millions of Americans affected directly or indirectly by AIDS can gather and heal.

HARVEY'S

Named after the late "Mayor of Castro Street," Harvey Milk, Harvey's Restaurant and Bar (500 Castro St.) offers drinks, food, comedy and more. The building was previously home to the Elephant Walk bar, which played an important role as an accepting and safe place for the gay community. It was reopened as Harvey's in 1996, dedicated to honoring Milk's legacy.

SAN FRANCISCO CITY HALL

San Francisco City Hall is the seat of government for the City and County of San Francisco. The structure's dome is the fifth largest in the world (taller than that of the United States Capitol by 42 feet). It was here in 2004 that a number of same-sex marriages were performed shortly after then-Mayor Gavin Newsom authorized staff to issue marriage licenses to same-sex couples, despite the fact that national marriage equality was still a decade away.

RAINBOW HONOR WALK

Commemorating heroines and heroes of the LGBTQ community, the Rainbow Honor Walk is located along several blocks in the historic Castro District. The walk is managed by an all-volunteer organization, creating plaques that celebrate dozens of pioneers for their contributions to the community.

WOMEN'S BUILDING

Adorned with a beautiful mural, this Mission District building is not only a fantastic addition to your Instagram feed but also has significance in the LGBTQ community. The first women-owned and operated community center in the U.S., established predominately by a lesbian collective, it is a center for community and activism. It's also noteworthy for holding a memorial service for Harvey Milk shortly after his assassination in 1978.

Getty Images

SPECIAL EVENTS 2021

The following events are held on an annual basis. All dates and locations are subject to change or cancelation, and should be confirmed with sponsors before making travel plans. For a complete list and details, visit **sftravel.com**.

JANUARY

DR. MARTIN LUTHER KING, JR. CELEBRATION
Yerba Buena Gardens
norcalmlkfoundation.org

SAN FRANCISCO SKETCHFEST
Various locations
sfsketchfest.com

GOLDEN GATE KENNEL CLUB DOG SHOW
The Cow Palace, Daly City, 415-404-4111
goldengatekennelclub.com

SAN FRANCISCO BALLET OPENING GALA
San Francisco City Hall and War Memorial Opera House, 415-865-2000
sfballet.org

NOIR CITY: SAN FRANCISCO FILM NOIR FESTIVAL
Castro Theatre
noircity.com

SAN FRANCISCO INDEPENDENT FILM FESTIVAL
Various locations, 415-820-3907
sfindie.com

FEBRUARY

CHINESE NEW YEAR PARADE AND CELEBRATION
Chinatown, 415-982-3000
chineseparade.com

SAN FRANCISCO CHRONICLE WINE COMPETITION
Fort Mason Center
winejudging.com

TULIPMANIA
PIER 39, 415-705-5500
pier39.com

SAN FRANCISCO BEER WEEK
Various locations
sfbeerweek.org

NOISE POP
Various locations, 415-375-3370
noisepop.com

MARCH

SAN FRANCISCO INTERNATIONAL CHOCOLATE SALON
San Francisco County Fair Building
sfchocolatesalon.com

INTERNATIONAL OCEAN FILM FESTIVAL
Cowell Theater at Fort Mason Center
415-561-6251
oceanfilmfest.org

ST. PATRICK'S DAY PARADE
Second and Market streets to Civic Center
stpatricksday-sf.com

APRIL

OPENING DAY – SAN FRANCISCO GIANTS
Oracle Park, 415-972-2000
sfgiants.com

SAN FRANCISCO INTERNATIONAL BEER FESTIVAL
Fort Mason Center
sfbeerfest.com

ROCK 'N' ROLL SAN FRANCISCO HALF MARATHON
Golden Gate Bridge
runrocknroll.com/san-francisco

SAN FRANCISCO INTERNATIONAL FILM FESTIVAL (SFIFF)
Various locations, 415-561-5000
sffilm.org

CHERRY BLOSSOM FESTIVAL
Japantown, 415-563-2313
sfcherryblossom.org

BAY AREA NATIONAL DANCE WEEK
Various locations, 415-920-9181
bayareadance.org

EARTH DAY
Civic Center Plaza
facebook.com/pg/earthdaysf

MAY

HOW WEIRD STREET FAIRE
Howard and Second streets
howweird.org

CINCO DE MAYO
Valencia St. between 21st and 24th streets
mncsf.org/sfcincodemayo

CAAMFEST, CELEBRATING ASIAN-AMERICAN FILM, MUSIC AND FOOD
Various locations, 415-863-0814
caamedia.org

SFMADE WEEK
Various locations
sfmade.org

UNCORKED – THE SAN FRANCISCO WINE FESTIVAL
Ghirardelli Square and on Beach St. between Larkin and Polk streets
415-775-5500
uncorkedwinefestivals.com

CARNAVAL
Mission District, 415-206-0577
carnavalsanfrancisco.org

ALCATRAZ CHALLENGE
San Francisco Bay
escapealcatraztri.com

JUNE

UNION STREET MUSIC FESTIVAL
Union St. between Gough and Steiner streets, 800-310-6563
sresproductions.com/events

NORTH BEACH FESTIVAL
Washington Square
sresproductions.com/events

HAIGHT-ASHBURY STREET FAIR
Haight St. between Masonic and Stanyan streets
haightashburystreetfair.org

JUNETEENTH PARADE AND FESTIVAL
Fillmore District
sfjuneteenth.com

FRAMELINE, SAN FRANCISCO INTERNATIONAL LGBTQ FILM FESTIVAL
Various locations, 415-703-8650
frameline.org

SAN FRANCISCO PRIDE CELEBRATION PARADE
Market St., 415-864-0831
sfpride.org

SPECIAL EVENTS 2021

(CONTINUED FROM PAGE 21)

STERN GROVE FESTIVAL
Stern Grove, 19th Ave. and Sloat Blvd.
415-252-6252
sterngrove.org

SAN FRANCISCO OPERA IN THE PARK
Robin Williams Meadow,
Golden Gate Park 415-864-3330
sfopera.com

JULY

FOURTH OF JULY WATERFRONT FESTIVAL
PIER 39, 415-705-5500
pier39.com

FILLMORE STREET JAZZ FESTIVAL
Fillmore St. between
Jackson and Eddy streets
fillmorejazzfestival.com

SALSA FESTIVAL ON THE FILLMORE
Fillmore St.
fillmoresalsa.com

ETHNIC DANCE FESTIVAL
Various locations, 415-474-3914
worldartswest.org

SAN FRANCISCO JEWISH FILM FESTIVAL
Various locations
415-621-0556 (info), 866-558-4253 (tickets)
jfi.org

PACIFIC ORCHID EXPOSITION
Hall of Flowers, Golden Gate Park
orchidsanfrancisco.org

RENEGADE CRAFT FAIR
Fort Mason Center
renegadecraft.com/san-francisco

SAN FRANCISCO MARATHON, HALF MARATHON, 5K RUN/WALK
The Embarcadero
888-958-6668, ext. 1
thesfmarathon.com

AUGUST

BAY TO BREAKERS
Embarcadero, 415-231-3130
baytobreakers.com

ACC CRAFT SHOW
Fort Mason Center, 800-836-3470
craftcouncil.org

NIHONMACHI STREET FAIR
Japantown and Japan Center 415-771-9861
nihonmachistreetfair.org

JERRY DAY
Jerry Garcia Amphitheater, McLaren Park
jerryday.org

OUTSIDE LANDS MUSIC & ARTS FESTIVAL
Golden Gate Park
sfoutsidelands.com

EAT DRINK SF
The Midway
eatdrink-sf.com

BAY AREA BREW FESTIVAL
Pier 35
bayareabrewfestival.com

SEPTEMBER

THE GIANT RACE
Oracle Park, 415-972-1881
thegiantrace.com

SAUSALITO ART FESTIVAL
Sausalito, 415-332-3555
sausalitoartfestival.org

ARCHITECTURE AND THE CITY
Citywide, 415-874-2620
archandcity.org

SAN FRANCISCO FRINGE FESTIVAL
Various locations
415-931-1094 (info) or 415-673-3847 (tickets)
sffringe.org

SAN FRANCISCO SYMPHONY OPENING GALA
Davies Symphony Hall, 415-864-6000
sfsymphony.org

J-POP SUMMIT FESTIVAL
Fort Mason Center
j-pop.com

GHIRARDELLI SQUARE CHOCOLATE FESTIVAL
Ghirardelli Square, 415-775-5500
ghirardellisq.com

SAN FRANCISCO OPERA OPENING GALA
War Memorial Opera House, 415-864-3330
sfopera.com

AUTUMN MOON FESTIVAL
Grant Ave.
moonfestival.org

SAUSALITO FLOATING HOMES TOUR
Sausalito, 415-332-1916
floatinghomes.org

FOLSOM STREET FAIR
Folsom St. between Eighth and 13th streets,
415-777-3247
folsomstreetfair.com

OKTOBERFEST BY THE BAY
Pier 35
888-746-7522
facebook.com/oktoberfestbythebay

OCTOBER

FLEET WEEK SAN FRANCISCO
Marina Green, 415-306-0911
fleetweeksf.org

HARDLY STRICTLY BLUEGRASS
Hellman Hollow, Golden Gate Park
hardlystrictlybluegrass.com

CASTRO STREET FAIR
Castro St., 415-841-1824
castrostreetfair.org

LITQUAKE
Various locations
litquake.org

SAN FRANCISCO ITALIAN HERITAGE PARADE AND FESTIVAL
Fisherman's Wharf and North Beach,
415-703-9888
sfitalianheritage.org

ARTSPAN/SF OPEN STUDIOS
Various locations, 415-861-9838
artspan.org

GRAND NATIONAL RODEO, HORSE SHOW AND STOCK SHOW
The Cow Palace, Daly City, 415-404-4111
grandnationalrodeo.com

SAN FRANCISCO FALL ANTIQUES SHOW
Fort Mason Center, 415-989-9019
sffas.org

NOVEMBER

EMBARCADERO CENTER BUILDING LIGHTING CEREMONY
Embarcadero Plaza, 800-733-6318
embarcaderocenter.com

ILLUMINATE SF
Citywide, 415-391-2000
illuminatesf.com

SAN FRANCISCO INTERNATIONAL HIP-HOP DANCE FESTIVAL
Palace of Fine Arts Theater
sfhiphopdancefest.com

Getty Images @patricia_rose_mendez

SAN FRANCISCO INTERNATIONAL AUTOMOBILE SHOW
The Moscone Center, 415-331-4406
sfautoshow.com

PIER 39 TREE LIGHTING
PIER 39, 415-705-5500
pier39.com

UNION SQUARE TREE LIGHTING CEREMONY
Union Square, 415-781-7880
visitunionsquaresf.com or macys.com/believe

GHIRARDELLI SQUARE TREE LIGHTING CEREMONY
Ghirardelli Square, 415-775-5500
ghirardellisq.com

Pride Celebration Parade

DECEMBER

PAC-12 FOOTBALL CHAMPIONSHIP GAME
Levi's Stadium, 408-579-4449
pac-12.com

UNION STREET FANTASY OF LIGHTS
Union St. between Van Ness Ave. and Steiner St., 800-310-6563
unionstreetsf.com

LIGHT THE MENORAH
Ghirardelli Square
415-775-5500
ghirardellisq.com

SAN FRANCISCO BALLET PRESENTS "THE NUTCRACKER"
War Memorial Opera House
415-865-2000 (tickets)
sfballet.org

REDBOX BOWL
Levi's ® Stadium, Santa Clara
levisstadium.com/redboxbowl

SAN FRANCISCO

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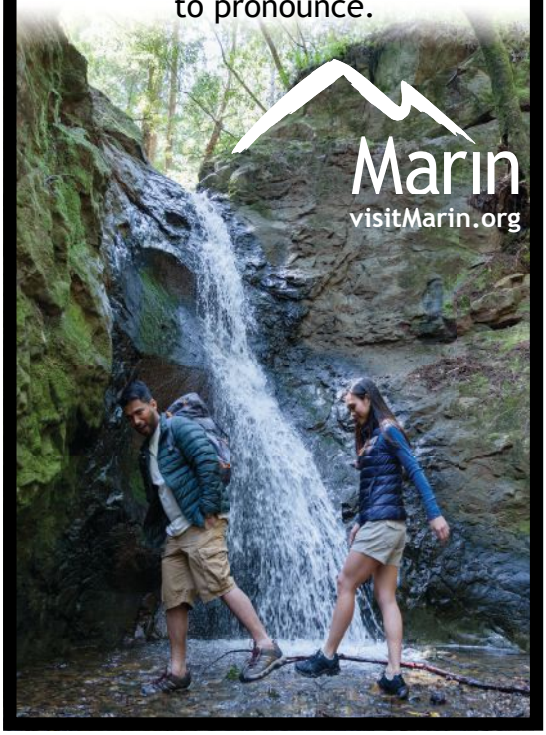
sftravel.com/article/49-mile-scenic-drive

A Day at Mt Tamalpais
is harder to forget than it is to pronounce.



Mission Burrito

9 MUST-HAVE San Francisco FOOD & DRINK EXPERIENCES

You may leave your heart in San Francisco, but you most certainly won't leave with an empty stomach. From famous firsts like martinis and sourdough bread to iconic eats like Mission burritos and Dungeness crab, San Francisco is what foodie dreams are made of. Whether you're on a Michelin-star splurge or a food-stall treasure hunt, you'll want to check these items off your culinary bucket list.

FEAST ON SEAFOOD AT FISHERMAN'S WHARF.

Fisherman's Wharf is one of the most famous places in the world for fresh-off-the-boat seafood. There are a few specialties you shouldn't miss. Italian-American dockworkers are credited with inventing cioppino, a tomato-based stew consisting of fish, shrimp, clams and whatever else is left over from the day's catch. Try it at **Cioppino's** or **Alioto's**, which first began selling the stew on the docks back in 1925. San Francisco is also known for Dungeness crab and oysters, thanks to the chilly Pacific waters just off the coast. Take a crack at 'em at **Fog Harbor Fish House** or **Franciscan Crab Restaurant**, two quintessential Fisherman's Wharf restaurants with sparkling bay views.

SCORE SOME LEGENDARY SOURDOUGH BREAD.

Perfect for soaking up cioppino or holding steaming chowder, sourdough bread is one of San Francisco's most iconic food creations. Taste the Original San Francisco Sourdough at **Boudin Bakery & Cafe**, which has been churning out piping-hot loaves since 1849, making it the longest continually operating business in the city. Other can't-miss bakeries include **Acme Bread** and the James Beard Award-winning **Tartine**.

Lukasz Wisniewski / EyeEm; Unleash

DEVOUR A BURRITO IN THE MISSION.

Mission burritos are one of San Francisco's most popular exports, and you can thank the residents of the Mission District for their handiwork. These so-big-you-can-bench-press-them flavor bombs are stuffed full and served with extras like rice, sour cream, salsa and guac. **Taqueria La Cumbre** claims to be the birthplace, but you can't go wrong at **El Farolito**, **La Taqueria** and dozens of other Mission kitchens, either.

WARM UP WITH AN IRISH COFFEE.

It may have originated in the Emerald Isle, but Irish Coffee was perfected and popularized in San Francisco back in the 1950s. Inspired by a boozy pick-me-up served in Ireland's Shannon Airport, **Buena Vista Cafe** co-owner Jack Koeppler and Pulitzer Prize-winning travel writer Stanton Delaplane teamed up to create the perfect blend of hot coffee, Irish whiskey and whipped cream that is now so famous, the cafe serves up to 2,000 of them every day!

DINE ON DIM SUM.

Among the many cultural gifts brought to San Francisco by Chinese immigrants is dim sum, an assortment of bite-sized pastries and dumplings served on carts and traditionally eaten for breakfast. Chinatown is ground zero for dim sum any time of day, with a bevy of sit-down and takeout spots lining the streets. More delectable dim sum can be found around the city, from **Yank Sing** in the Financial District to **Hong Kong Lounge** in the Richmond.

TASTE AMERICA'S FIRST CRAFT BEER.

Fun fact: America's OG craft beer, Anchor Steam®, was first brewed here way back in the mid-1800s, fermented on rooftops and cooled by foggy night air. Taste it and other Anchor Brewing classics at **Anchor Public Taps**. Not a beer drinker? Opt for Anchor Brewing's distilling arm, **Hotaling & Co.**, to sip Junipero Gin, Nikka Whiskey and other award-winning spirits.

TREAT YOURSELF TO INCREDIBLE ICE CREAM.

Thanks in part to the Museum of Ice Cream (and its much-Instagrammed sprinkle pool), San Francisco has become a hotspot for the cool treat. Other places to get your sweet fix include the world-famous **Ghirardelli Ice Cream & Chocolate Shop**, where you can indulge in a sundae topped with fresh-from-the-factory hot fudge, and local-favorites like **Bi-Rite**, **Mitchell's** and **Humphry Slocombe**, known for its deliciously offbeat flavors like "Secret Breakfast," made with bourbon and corn flakes.

SIP A MARTINI IN NORTH BEACH.

Yet another San Francisco creation that took the world by storm, the martini was reportedly first stirred (or was it shaken?) at the Occidental Hotel by the "father of American mixology," Jerry Thomas, sometime in the late 1800s. Sadly, the 1906 earthquake and subsequent fire destroyed the hotel, but the cocktail has lived on. Enjoy some of the finest martinis in town along with a classic Italian meal at North Beach institutions like **Tony's Pizza Napoletana** and **Original Joe's**.

Ferry Building Marketplace

TRY SOME OF EVERYTHING AT LOCAL FOOD HALLS.

If you just want to taste it all, follow your stomach to San Francisco's food halls, which pack loads of eclectic eats into one easy stop. Start your culinary adventure right off the plane at SFO's **Manufactory Food Hall**, home to outposts of venerated restaurants like **Tartine** and **Kin Khao**. Sample everything from dumplings to Peking duck at **China Live**, a sprawling food paradise in Chinatown. And the iconic **Ferry Building Marketplace** is home to nearly 50 food merchants, plus the city's most famous farmers market.

Getty Images; Adobe Stock (2); San Francisco Travel Association

Award-Winning BARS & BREWERIES

Creativity is in San Francisco's DNA, from our music and culture to our tech scene to our seemingly endless capacity for dreaming up new foods and drinks. Some of America's most inspired and awarded mixologists and brewmasters call San Francisco home. Whether you prefer cocktails, craft brews or even beertails, sip your way through these award-winning watering holes around the city.

Unsplash

Cocktail Champs

MARTUNI'S
4 Valencia St.

This Castro mainstay snagged a spot on Esquire's 27 Best Bars in America 2020. Come for the massive, expertly poured martinis, stay for the friendly conversation and locals belting out show tunes beside the piano in the back.

ABV
3174 16th St.

In a city of outstanding drinkeries, ABV stands out thanks to its all-star roster of bartenders. The menu packs a punch with a tight selection of creative-but-accessible cocktails organized by spirit. Thrillist took notice in 2020, naming it one of the Best Cocktail Bars in America.

REDWOOD ROOM AT THE CLIFT SONESTA HOTEL
495 Geary St.

Between the "liquid art" cocktails and sumptuous, Phillip Starcke-designed interiors, this stylish spot will sweep you off your feet. In fact, it's been deemed one of the 10 Best Hotel Bars in the U.S. by USA Today.

THE INTERVAL
2 Marina Blvd.

The Interval may be best described as a thinking person's bar—a curious mashup of museum, salon and watering hole, where ideas flow as freely as the libations. Named to Thrillist's Best Cocktail Bars in America, this Fort Mason mainstay serves heady drinks to savor over a book from the in-house library.

SMUGGLER'S COVE
650 Gough St.

This iconic tiki bar has racked up more awards than a top-brass admiral. The latest honor: inclusion on Liquor.com's 13 Most Influential Bars of the 21st Century. Believe the hype as you sidle up to the pirate-themed bar to share a blazing Top Notch Volcano with your mateys.

Medal-Worthy Breweries

BARREL HEAD BREWHOUSE
1785 Fulton St.

This brewery recently won big at the World Beer Cup, nabbing a bronze for its Brother Harker Patersbier. But this NOPA hangout is equally loved by San Franciscans for its creative brunch, beer cocktails and big selection of microbrews, which flow from a WWII-era torpedo.

THIRSTYBEAR BREWING COMPANY
661 Howard St.

San Francisco's first certified organic brewery had a lot to celebrate at the 2019 Good Foods Awards, where their Shipwreck Strong Ale was a big winner. Head to their SoMa brewpub to sample a variety of sustainable beers and bar snacks.

MAGNOLIA BREWING
1398 Haight St.; 2505 Third St.

These San Francisco beer pioneers with hippie homebrewer roots have won too many awards to count in their two-decade run. With locations in Haight-Ashbury and Dogpatch, you'll have plenty of chances to sip Magnolia's flagship Kalifornia Kolsch and Proving Ground IPA.

21ST AMENDMENT
563 2nd St.

Every time 21st Amendment goes to the Great American Beer Fest, they seem to bring back a few more medals. Fan-favorite El Sully has a gold and a bronze for American-style cream ale. Taste it and other winning beers at their SoMa pub, located a baseball's throw from Oracle Park.

BARTLETT HALL
242 O'Farrell St.

Boasting two big wins at the California State Fair brewing competition—first place in chocolate beer, second place in honey beer—Bartlett Hall has cemented its spot in San Francisco's beer hall of fame. Even if beer's not your thing, the top-notch food and barrel-aged cocktails are delicious.

Share-Worthy VISITOR VIEWS

ARIA Korean Street Food

@eatwithcat

"Adding an egg makes everything look more presentable...especially when it comes to ramen."

SPARK Social SF

@be2be

"Mimosa in the afternoon with musubi and loaded waffle fries!"

Roli Roti Gourmet Rotisserie

@cian.dom

"Being a foodie has trained me to double stack sandwiches...Porchetta sandwich from Roli Roti"

See the free outdoor photo show in the Presidio and imagine all you can do at the new Presidio Tunnel Tops.

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AND Photoville

5 THINGS: CHEF SHANI JONES

In a city that welcomes culinary influences from around the world, chef and business owner Shani Jones' Caribbean contributions have made a bold and flavorful impression. Her catering company, Peaches Patties, is named after her mother, a native of Kingston, Jamaica, from whom Shani learned to cook the Jamaican beef patties and Jerk Chicken dishes she serves today. Shani got her start with help from La Cocina, a local nonprofit food incubator with a mission for equalizing business ownership for women, immigrants and people of color, and is making moves on expanding her business in San Francisco and beyond. Here, Shani shares five recommendations for savoring your time in the city.

DESCRIBE YOUR PERFECT DAY OF DINING IN SAN FRANCISCO.

A perfect day of dining in San Francisco happens when it's sunny, there isn't a cloud in the sky and there's a nice refreshing wisp of ocean breeze. When we have beautiful days like this, it is the perfect time to eat outside, enjoy the sights and get some fresh air. I love to eat outside when the weather is perfect and there are plenty of options for that in San Francisco!

TELL US ABOUT A PART OF SAN FRANCISCO THAT EVEN RETURNING VISITORS MIGHT NOT KNOW ABOUT.

Ingleside Terrace Sundial is one of the hidden gems located in the Ingleside Terrace neighborhood. It was built in 1913 and it is 28 feet tall and 33 feet wide. The sundials were an instrument to tell time during the 19th century. The Sundial is located at the center of the Ingleside Terrace neighborhood and it is surrounded by a lovely grassy park area – perfect for lounging, walking or just taking in the scenery.

IN YOUR EXPERT OPINION, WHICH NEIGHBORHOOD IS THE BEST CULINARY HOT SPOT?

At the moment, the Mission is the culinary hot spot for food in San Francisco. There are a diverse amount of cuisines to choose from. You can literally eat in the Mission for a week and try different types of food without getting bored.

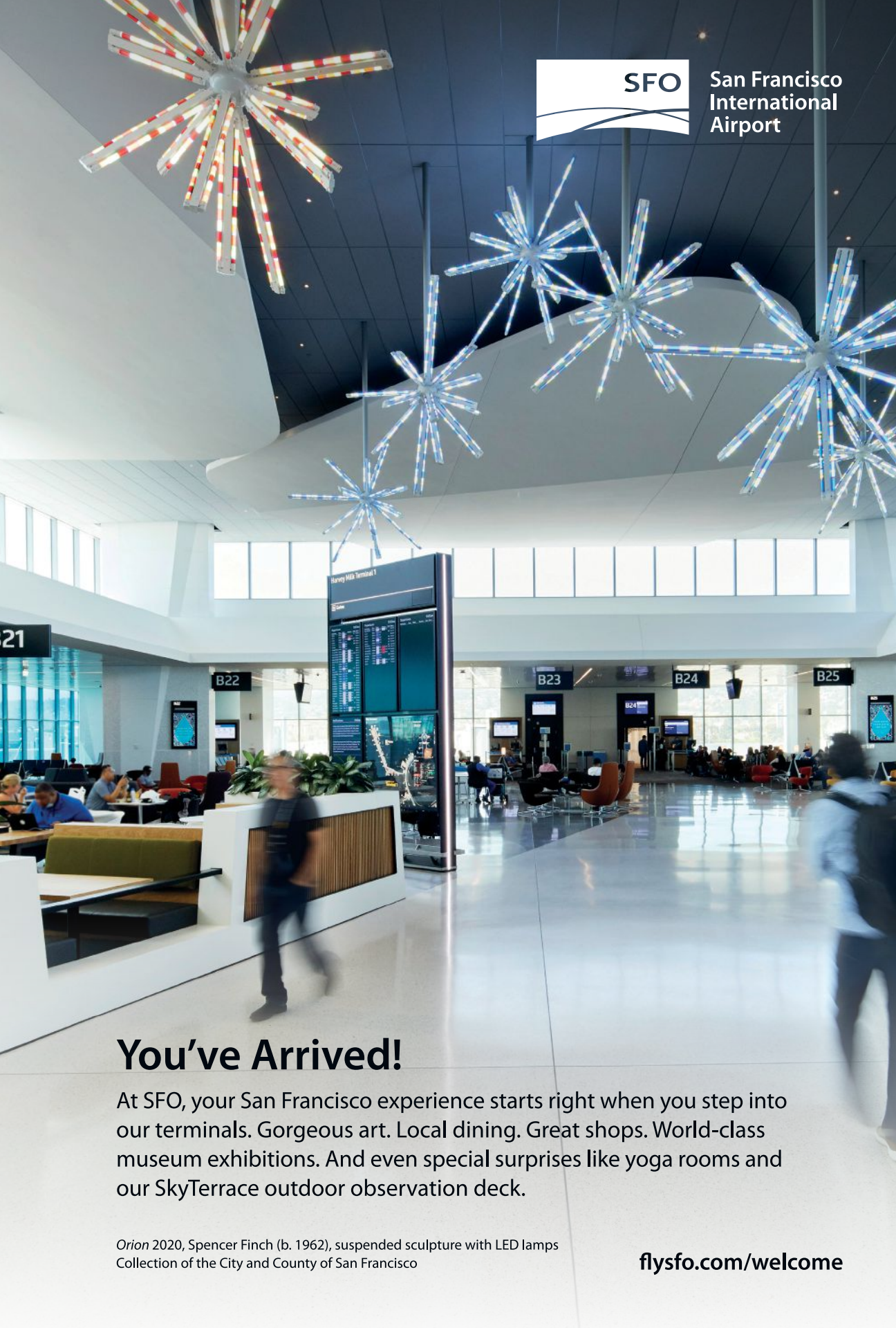
WHAT FOOD AND DRINK SHOULD EVERY VISITOR BE SURE TO TRY WHILE IN SAN FRANCISCO?

I believe that everyone that visits San Francisco should try our Jamaican Patties and Jerk Chicken at Peach Patties. Our food will give you the taste of Jamaica in San Francisco. The taste alone will give you a new perspective on life. Every visitor should also try the Raspberry Lemon Drop martini at Martuni's. The drinks at Martuni's are well crafted, pleasant and strong and you'll always find a good time there.

WHAT IS YOUR FAVORITE PICNIC SPOT?

My favorite picnic spot is Crissy Field West Bluff. There are stunning views of San Francisco Bay, the Golden Gate Bridge, Alcatraz Island, Angel Island and the Marin Headlands. There are ample grass areas and picnic tables to choose, have fun with company, be at one with nature and enjoy good food. It is literally a package deal.

Luke Beard; Peaches Patties



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Orion 2020, Spencer Finch (b. 1962), suspended sculpture with LED lamps
Collection of the City and County of San Francisco

flysfo.com/welcome

SAN FRANCISCO NEIGHBORHOODS

Each of San Francisco's neighborhoods has its own charm and culture, from art in SoMa and shopping in Union Square to pizza in North Beach and dim sum in Chinatown. Here's an introduction to the city's most prominent locales. Discover more about these and other San Francisco neighborhoods at **sftravel.com/neighborhoods**.

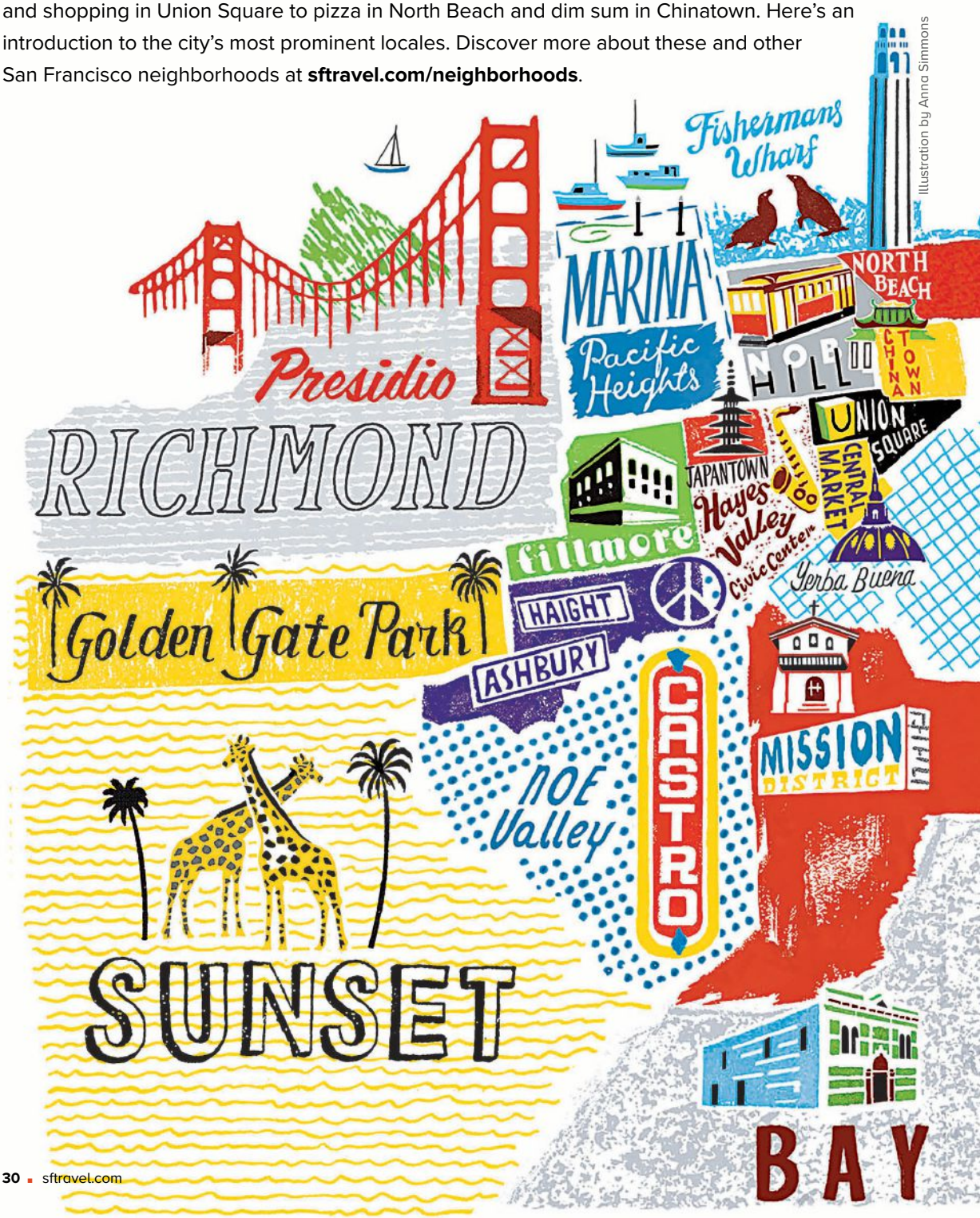


Illustration by Anna Simmons

BAYVIEW

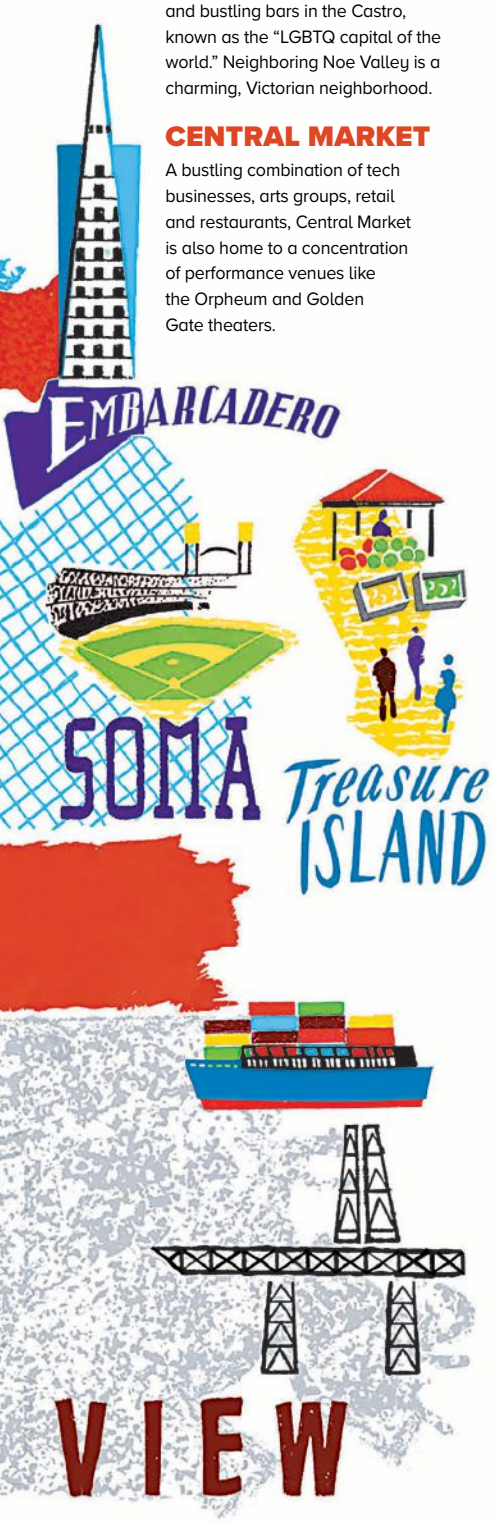
Home to the oldest opera house in San Francisco, this area also boasts a vibrant artists' colony at the old Hunters Point shipyard and scenic nature trails.

CASTRO/ NOE VALLEY

Find outdoor cafés, rich history and bustling bars in the Castro, known as the "LGBTQ capital of the world." Neighboring Noe Valley is a charming, Victorian neighborhood.

CENTRAL MARKET

A bustling combination of tech businesses, arts groups, retail and restaurants, Central Market is also home to a concentration of performance venues like the Orpheum and Golden Gate theaters.



CHINATOWN

This storied neighborhood is North America's first and largest Chinatown, featuring colorful pagoda roofs, dragon lampposts, acclaimed dining and unique gift shops.

CIVIC CENTER/ HAYES VALLEY

This cultural hub includes stately City Hall, the War Memorial Opera House and the Asian Art Museum, alongside more modern additions like the SFJAZZ Center and New Conservatory Theatre Center.

EMBARCADERO/ FINANCIAL DISTRICT

This neighborhood boasts views of soaring skyscrapers; the Ferry Building, a public space housing a food hall and farmers market; and the Exploratorium, a hands-on learning laboratory.

FILLMORE

One of the primary incubators for the city's music scene, Fillmore continues to be a place for legendary performances. Chic boutiques that line Fillmore St. make this neighborhood a great spot for shopping, too.

FISHERMAN'S WHARF

One of the city's most popular attractions. Here you can "escape" to Alcatraz or set sail on San Francisco Bay with chartered boat tours. Don't miss the attractions at PIER 39, including Boudin, the city's sourdough purveyor for 150 years.

GOLDEN GATE PARK/ SUNSET

Within Golden Gate Park, you'll find some of the city's most famous attractions, including the California Academy of Sciences and the de Young Museum. True to its name, the Sunset neighborhood is a great place to watch the sun set over the Pacific Ocean.

HAIGHT-ASHBURY

The Summer of Love is immortalized in Haight-Ashbury's vintage clothing, book and record stores. Nearby Alamo Square's tight formation of Victorian homes is one of the most photographed spots in San Francisco.

JAPANTOWN

The oldest of only three Japantowns left in the country, this neighborhood is packed with culinary delights, including ramen bars, shabu shabu, izikayas and Benkyodo, which has supplied the city with handmade rice confections since 1906.

MARINA/ PACIFIC HEIGHTS

From the posh plateau of Pacific Heights to the bayside Marina Green, these neighborhoods offer views, scenery and a restored "palace" from 1915.

MISSION DISTRICT

San Francisco's oldest neighborhood has hip restaurants, music venues, boutiques, an impressive events calendar and the city's largest concentration of murals. Check out the Mission's thrift shops and specialized bookstores for one-of-a-kind souvenirs.

NOB HILL

Known not only as a geographic high point but an economic one, too, with a history of wealthy residents, Nob Hill is now home to luxury hotels, beautiful gardens and impressive homes.

NORTH BEACH

Rich in Italian heritage, North Beach has Italian restaurants, quaint cafés, cabarets, jazz clubs, galleries, boutiques and gelato parlors.

RICHMOND/ PRESIDIO

The southern anchor of the Golden Gate Bridge, the Presidio offers pristine nature, cultural attractions, and terrific dining. In the Richmond, venture to Lands End for unbeatable views.

SOMA/YERBA BUENA

SoMa (South of Market) is museum central. The Yerba Buena Center for the Arts, the Museum of the African Diaspora, the San Francisco Museum of Modern Art (SFMOMA) and more can be found here. So can many nightclubs and Oracle Park, home of the San Francisco Giants.

TREASURE ISLAND

Views of downtown San Francisco and weekend flea markets are the draw to this mid-point for the luminous Bay Bridge.

UNION SQUARE

Union Square is the center of San Francisco's shopping scene, with art galleries, small boutiques, designer shops and name-brand stores. You're in the heart of the Theater District, too, with A.C.T.'s Geary Theater and the Curran, among others.

BAYVIEW

Bayview Rise Mural

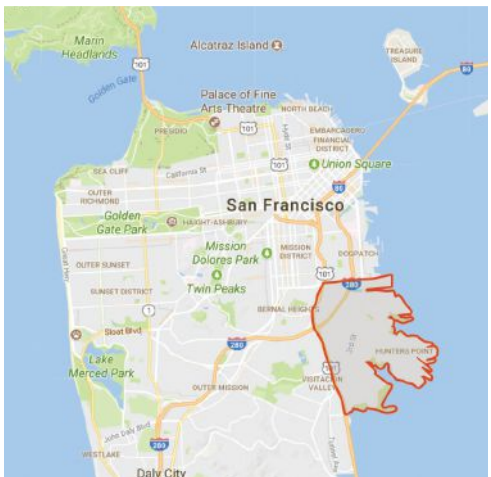
WHAT TO SEE & DO

Bayview is the sunniest neighborhood in San Francisco, home to nesting ospreys, a burgeoning creative scene and diverse sights and bites. It's also one of the oldest business districts in California and has a significant legacy of African-American religious, civic, cultural, athletic, educational and technological achievements.

- Walk along **Heron's Head Trail** or **Candlestick Point Park** to spot ospreys, herons and other shorebirds.
- Experience a glassblowing workshop at **Public Glass** or shop for art and craft supplies at **SCRAP**, a non-profit creative reuse center, materials depot and workshop space founded in 1976.
- In fall and spring, attend an open studio event at **The Point**, home to one of the largest concentrations of working artists in the U.S. Be sure to visit the restored, historic **Bayview Opera House,** built in 1888.
- Enjoy soul food spots like **Old Skool Café** or oysters on the half-shell at **The Old Clam House**. **Radio Africa & Kitchen** blends Mediterranean, Californian and African cuisines.
- For brews, head to **Speakeasy Ales & Lagers**, a stylish microbrewery offering tours and other special events.

Speakeasy Ales & Lagers

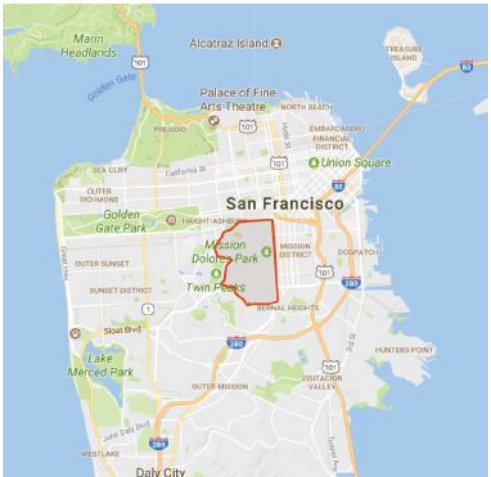
San Francisco Travel Association; @speakeasybeer



CASTRO/ NOE VALLEY

Castro Theatre

Twin Peaks



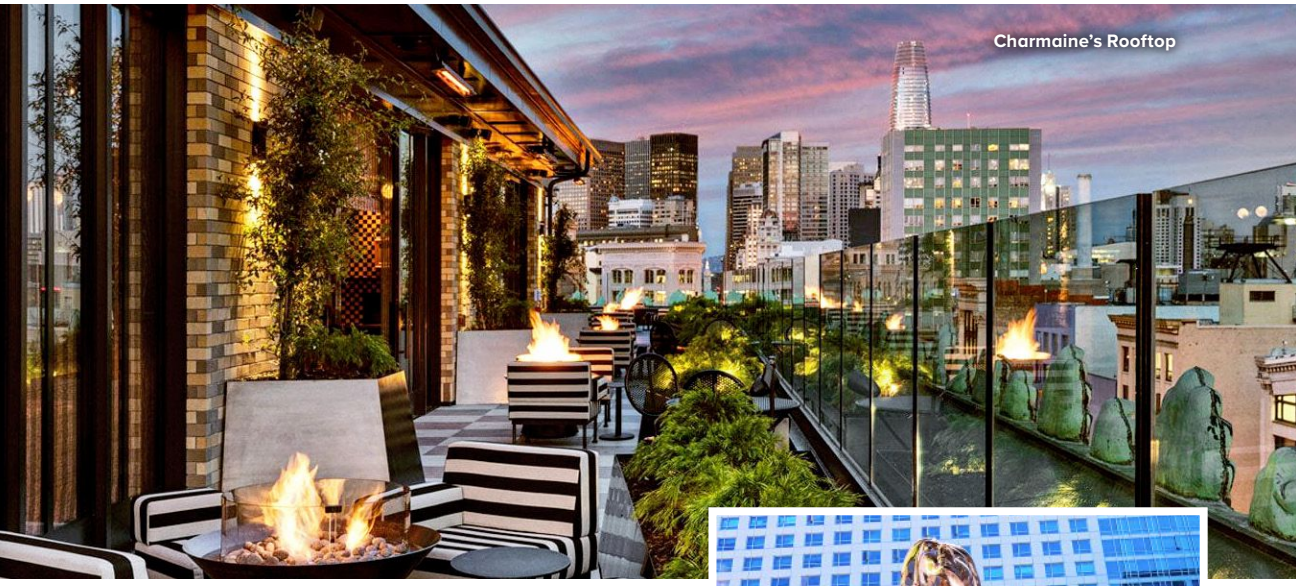
San Francisco Travel Association; @sf.beforesunset

WHAT TO SEE & DO

Regardless of your sexual orientation, no trip to San Francisco would be complete without a visit to the world-famous Castro, the country's most famous LGBTQ neighborhood. Nearby Noe Valley, a village of wooden Victorian houses, has a touch of the Castro's flair and an easygoing mix of hipsters and families.

- Start your tour on the Castro's eponymous main drag and visit the **Castro Theatre**, an ornate movie palace with a Mighty Wurlitzer-playing organist who performs before every show. On your way out, take note of the golden plaques that make up the **Rainbow Honor Walk**, paying tribute to LGBTQ pioneers.
- For more history, consider a tour with **Wild SF Walking Tours** or a visit to the **GLBT History Museum**, the first full-scale, stand-alone museum of its kind in the U.S.
- Don't miss **Cliff's Variety,** a local institution where you'll find just about anything, including housewares, home furnishings, toys and costumes. Need something slick to wear? Noe Valley's 24th St. features charming boutiques, as well as book shops and bakeries.
- The upper stretch of Market St. coils around the lower reaches of **Twin Peaks**. Noted for their sweeping vistas, these crests are popular with hikers, cyclists and photographers in search of the perfect shot.
- The liveliest times of year are during **Pride** in June and the **Castro Street Fair** in October. Noe Valley features a Wine Walk in August, seasonal hayrides and "24 HoliDAYS on 24th Street" in December.

CENTRAL MARKET

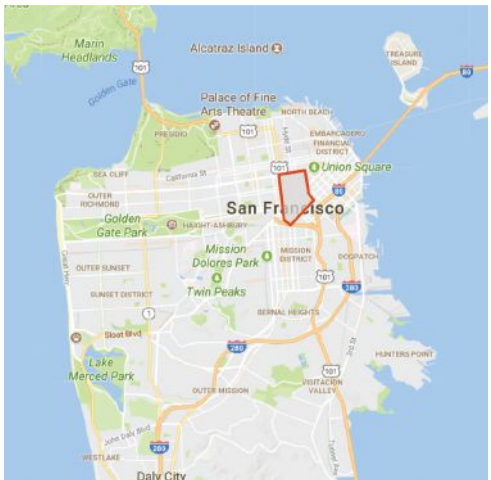

Charmaine's Rooftop

WHAT TO SEE & DO

A combination of high tech (offices for Twitter, Spotify and Square are here), arts groups, retail and restaurants, Central Market is booming. Also known as Mid-Market, this area comprises a roughly seven-block section of Market St.

- Major Broadway productions brought to town by BroadwaySF are featured on the stages of the **Golden Gate** and **Orpheum** theaters. Directly across from UN Plaza is the American Conservatory Theater's dynamic and intimate **Strand Theater**.
- Just a block away, the **International Art Museum of America** houses an eclectic collection of both classic and modern art. The **Warfield** hosts a number of Live Nation concerts and performances.
- Tucked within the courtyard of Trinity Place at the corner of Eighth and Market streets is the 92-foot "**Venus**," San Francisco's tallest statue.
- On the north edge, the Tenderloin is home to **Glide Memorial Church**, experimental theater companies, and jazz and blues clubs. Visit the **Tenderloin Museum** to learn about the area's many historical events and movements.
- Head to the **San Francisco Proper Hotel** to enjoy a pre-show bite and drink with a view at the elegant rooftop lounge, **Charmaine's**.

"Venus"



San Francisco Proper Hotel; Shutterstock

Share-Worthy VISITOR VIEWS

Castro

@eatthissf

"When you find a pink house! Spotted in the Castro"

Chinatown

@reneetakespics

"Dressed for a Sunday stroll in #Chinatown"

Fillmore

@imsabrina88

"Not a Victorian home this time, but the JFK Tower in the Fillmore District at night"

CHINATOWN

Chinatown Lanterns

WHAT TO SEE & DO

San Francisco's Chinatown, North America's first and largest, is located next to North Beach and the Financial District. With its pagoda-style architecture, ornate lamp posts and exotic menus, a stop here can feel more like a trip abroad than a neighborhood stroll.

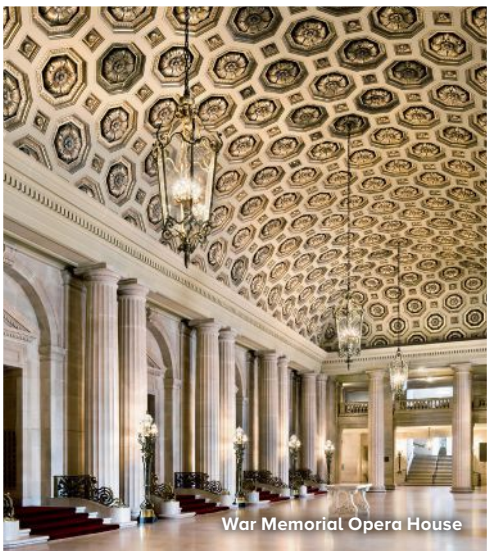
- Walk past markets heaped with vegetables, ducks, herbs and other goods. Grant Ave. is lined with herbal shops and trinket stores of all kinds, but the **Chinatown Kite Shop** stands out. Yes, it's the best place for dragon kites and handmade crafts, but you can also find many unexpected treasures.
- Learn about the community's history at the **Chinese Historical Society of America Museum** on Clay St. Near Portsmouth Square, visit the **Chinese Culture Center,** which is free. See the latest exhibition in their Visual Art Center or sign up for one of their neighborhood walking tours.
- Enjoy a mix of local history and flavors with **Wok Wiz Tours** or get an insider view of daily life and historic landmarks from **All About Chinatown Tours**.
- Authentic restaurants are everywhere in the neighborhood, but few compare to **China Live**, a multi-story Chinese food emporium that offers a variety of dining experiences.
- Did you know the fortune cookie was first created in San Francisco? See how they get made at the **Golden Gate Fortune Cookie Factory** at 56 Ross Alley.

Shanghai House

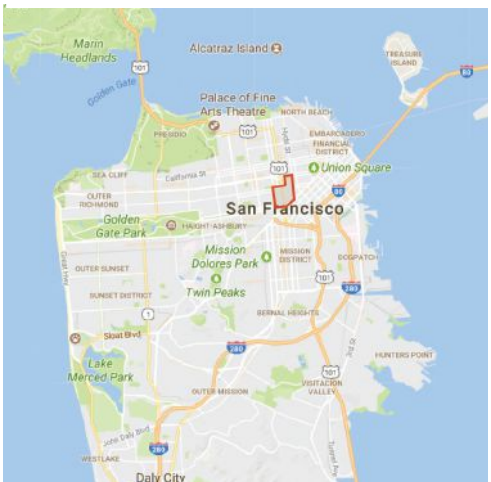
Shutterstock; @clintlau

CIVIC CENTER/ HAYES VALLEY

San Francisco City Hall


War Memorial Opera House

San Francisco Travel Association (2)



WHAT TO SEE & DO

One of the city's central hubs for culture, Civic Center and Hayes Valley are home to stately concert halls, renowned museums and expansive public plazas.

- The grandeur of early 20th century Beaux-Arts architecture is showcased in gorgeous **City Hall** on Van Ness Ave.
- Directly across the street rises the ornate **War Memorial Opera House**, home of the **San Francisco Opera** and the **San Francisco Ballet.**
- Also nearby are the War Memorial Veterans Building and **Davies Symphony Hall**. East of Civic Center Plaza are the **Asian Art Museum** and the San Francisco Main Public Library on Larkin St.
- The **SFJAZZ Center** glistens on Franklin St. The **African American Art & Culture Complex** is just a few blocks west on Fulton St.
- This neighborhood is bursting with great dining options. Renowned **Rich Table** offers a tasting menu of California-inspired cuisine, while **Espetus Brazilian Steak House** showcases the art of grilling once practiced by 18th century gauchos. Head to **Rambler** inside of Hotel Zeppelin for craft cocktails and small bites.
- Hayes St. is lined with chic clothing and décor boutiques. Find sustainable fashion made according to zero-waste philosophies at **Amour Vert** and carefully curated home accents at **Maker + Moss**.

EMBARCADERO/ FINANCIAL DISTRICT

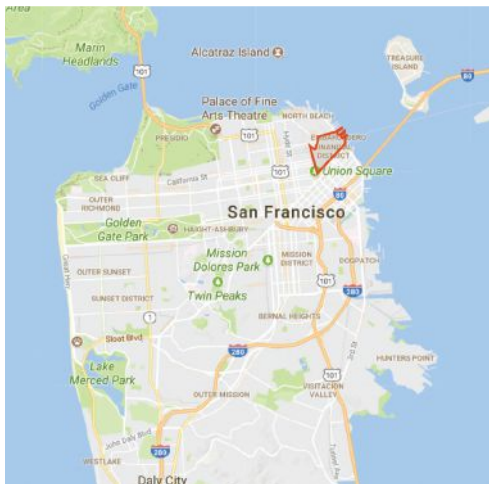
The Bay Lights

WHAT TO SEE & DO

The Embarcadero — the city's east-facing waterfront, with its finger piers and glistening views of San Francisco Bay — is where San Francisco had its first growth spurt, thanks to the California Gold Rush of 1849.

- Eminently walkable, the Embarcadero is also the ideal vantage point to view "**The Bay Lights,**" the world's largest LED light sculpture.
- **The Exploratorium** on Pier 15 is one of the city's favorite destinations for families, while the **Wells Fargo History Museum** offers an engaging (and free) trip back in time.
- The beautifully renovated **Ferry Building Marketplace** is a foodie's paradise, stocked with wine bars, cafés, innovative restaurants, fine food shops and a farmers' market. True to its name, you also can catch ferries to the North and East Bay.
- Hungry? You're in luck. Try the iconic sourdough purveyor **Boudin**, award-winning eatery **The Slanted Door** or the Michelin-starred **Michael Mina**. Grab a sweet treat at **Humphry Slocombe Ice Cream's** location inside the Ferry Building.
- Area hotels include the **Hyatt Regency**, **Hotel Vitale**, **Le Meridien**, **Loews Regency**, the **Palace Hotel** and **Hilton San Francisco Financial District.**

The Slanted Door

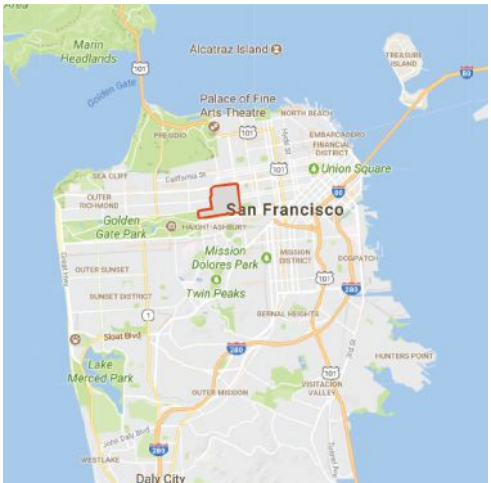


San Francisco Travel Association; Nader Khouri

FILLMORE

State Bird Provisions

Ed Anderson; Fillmore Jazz Festival

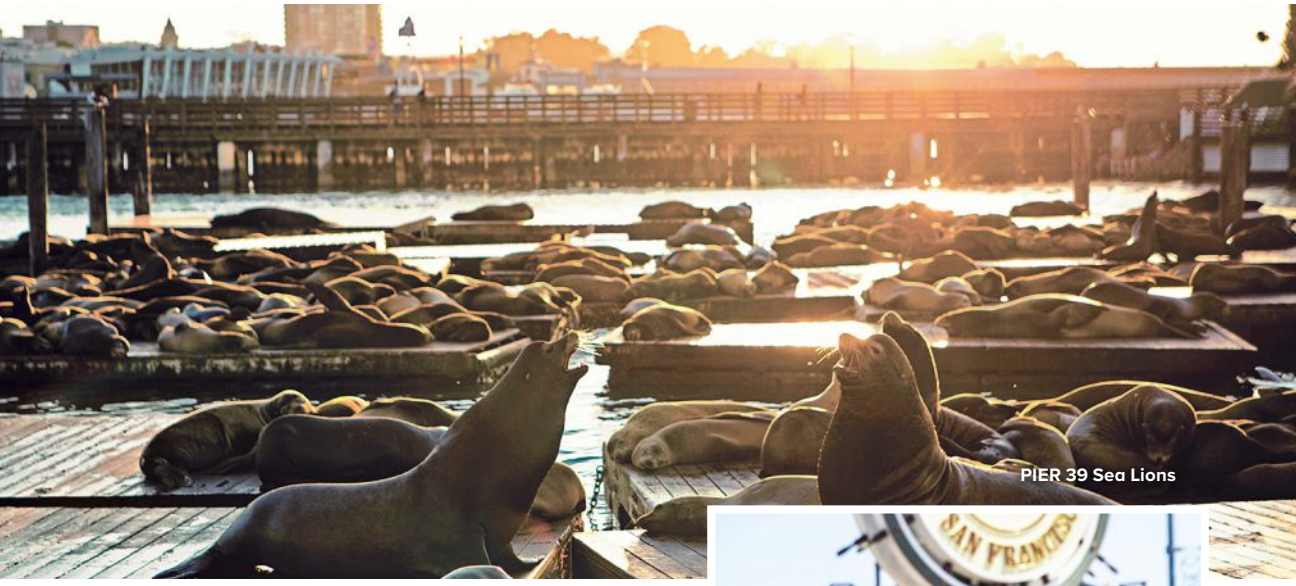


WHAT TO SEE & DO

The Fillmore is steeped in important cultural history. Both a hub for the City's Black community and a place where some of the greatest musicians of all time built their reputations, the neighborhood still has great venues, fine dining, and unique retail.

- On the south side of Geary Blvd., the legendary 1960s music emporium, **The Fillmore**, continues to rock with top-name performances.
- The Fillmore is where San Francisco celebrates **Juneteenth** each year with live music, a parade, and fun family activities.
- In early July, Fillmore St. between Jackson and Eddy streets transforms into a live music mecca, blending sounds of jazz and soul with art during the **Fillmore Jazz Festival**.
- The neighborhood is home to some of San Francisco's most historic churches, including **Bethel A.M.E. Church**, **First A.M.E. Zion Church**, **St. John Coltrane African Orthodox Church** and **Third Baptist Church** (all of which are stops on the African American Freedom Trail).
- Find chic vintage shops alongside big fashion names like **Rothy's** and **Alice + Olivia**. Named one of the "hottest interior shops in the world," **Nest** is the place to find fashionable decorations for your home. **Mud Pie** specializes in hand-crafted, high-quality children's toys and clothing.
- Go casual with some delicious California-style pizza at **Pizzeria Delfina** or splurge on dinner at the acclaimed **SPQR** or **State Bird Provisions**. Then, finish your evening in the Fillmore with a nightcap at **The Snug**.

FISHERMAN'S WHARF



PIER 39 Sea Lions

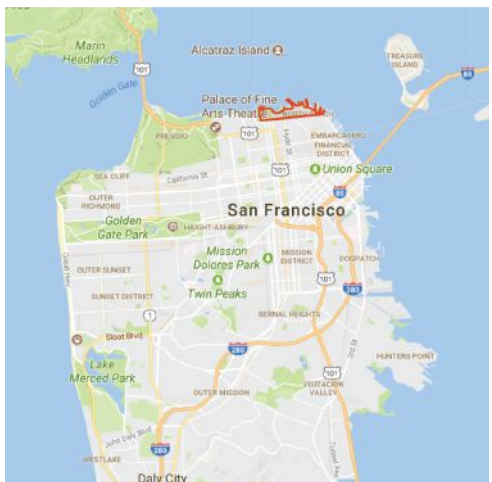
Biking near Fisherman's Wharf

San Francisco Travel Association; contiki.com

WHAT TO SEE & DO

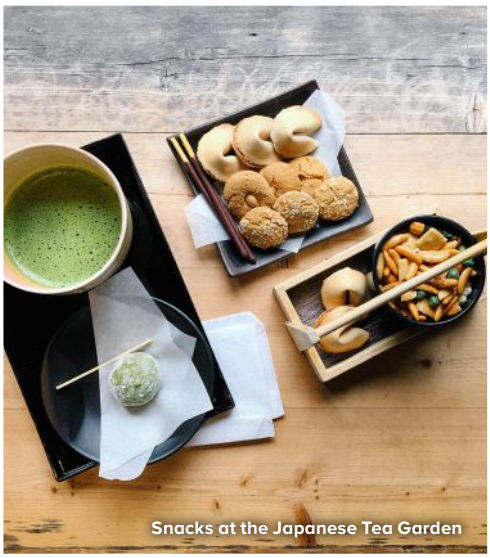
The cheery ringing of the cable car bells; the sights, sounds and smells along busy Jefferson St.; the renovated historic red brick factories; the steaming street-side pots of Dungeness crab — all help make Fisherman's Wharf the city's top-rated tourist attraction year after year.

- Take a stroll along **PIER 39**. The repurposed wooden finger-pier is now festooned with restaurants, souvenir shops, street performers and attractions such as **Aquarium of the Bay** and **The Flyer**.
- **Madame Tussauds** and the **San Francisco Dungeon** are nearby. Be sure to check out their "Escape Alcatraz" thrill ride.
- **The Blue & Gold Fleet** runs sightseeing tours from PIER 39. **The Red and White Fleet** operates from Pier 43½. Tours of **Alcatraz** and **Angel Island** are popular draws, as are the historic ships anchored at the Hyde Street Pier. Water taxis are also available for on-demand, point-to-point service to locations around the Bay.
- Enjoy fresh seafood at a number of restaurants including **Scoma's**, **The Franciscan Crab Restaurant** and **Fog Harbor Fish House.** The one-time chocolate factory **Ghirardelli Square** is now a handsome shopping and dining complex where you can still get amazing sundaes.



GOLDEN GATE PARK/SUNSET

Conservatory of Flowers


Snacks at the Japanese Tea Garden

San Francisco Travel Association; @juli.o via Twenty20

WHAT TO SEE & DO

Golden Gate Park, a 1,017-acre green rectangle on the city's west side, is a destination that merits a full day of exploration. The adjacent Sunset District features a long, wide beach with spectacular views of the Pacific Ocean.

- In the eastern end of the park is the **Koret Children's Quarter**, with its restored 1914 carousel.
- Farther west, two important museums flank the Music Concourse: the **de Young Museum**, in its compelling contemporary home, and the **California Academy of Sciences**, which includes a planetarium, aquarium, rainforest and more under one plant-covered roof.
- Green thumbs should head to the **San Francisco Botanical Garden** and the historic **Conservatory of Flowers**. Or, enjoy a cup of matcha and light snacks in the tranquil **Japanese Tea Garden**.
- The **National AIDS Memorial Grove** is dedicated to the millions of lives AIDS has affected. This beautiful, peaceful space is open for picnics and regularly hosts performing arts events and weddings.
- On the park's south side is the **Sunset District**. You'll find great restaurants, cozy bars, and cute shops along its major thoroughfares, including Ninth Ave., Irving St. and Judah St.

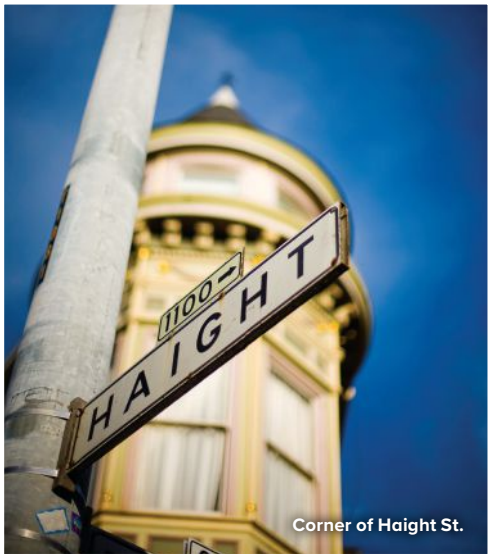
HAIGHT-ASHBURY

Love on Haight

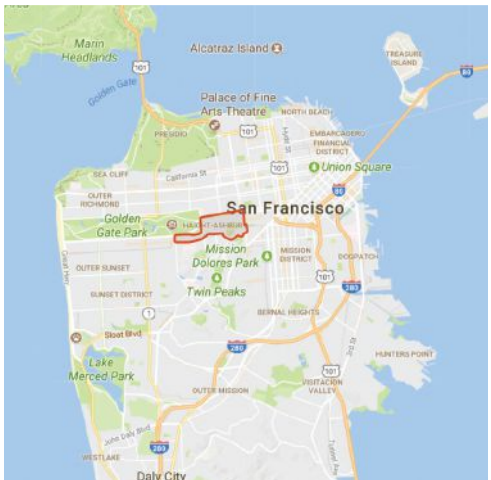
WHAT TO SEE & DO

On the corner of Haight and Ashbury streets sits a beacon that calls to all who visit San Francisco: a street sign marking the heart of the neighborhood where 1960s flower power blossomed. These days, colorful Victorian houses brighten the hillsides, and the streets are filled with restaurants and boutiques.

- Flamboyant clothing shops, piercing and tattoo parlors, and long-loved stores such as **Love on Haight** mix with hip restaurants and boutiques along Upper Haight.
- Downhill on Haight St., alternative bars, consignment stores and music shops with old vinyl records hold forth. Drop in at the **Haight Street Art Center,** a first-of-its-kind poster print shop and gallery that supports a collective of poster artists.
- The former Grateful Dead house at 710 Ashbury St. is a perennial attraction, as is the former Jefferson Airplane house at 2400 Fulton St. (Note: These are private residences.)
- Discover more of the neighborhood's colorful history on the **Haight-Ashbury Flower Power Walking Tour**, stroll along guided by **Wild SF Walking Tours**, or get an immersive experience aboard the **Magic Bus**.
- The iconic Victorian houses known as the **Painted Ladies** are nearby, too — a postcard-worthy photo opportunity.



Corner of Haight St.



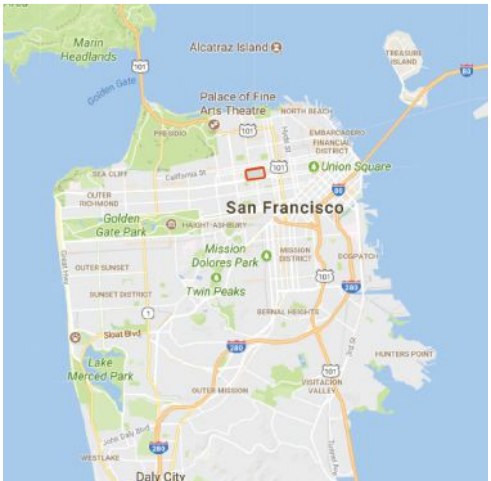
@jenni.heller via Twenty20; San Francisco Travel Association

JAPANTOWN

Sushi Restaurant in Japantown

Peace Pagoda

San Francisco Travel Association (2)



WHAT TO SEE & DO

San Francisco's Japantown is the oldest of only three remaining Japantowns in the United States. Look for the bright red banners adorned with cherry blossoms and the Peace Pagoda on Geary Blvd. between Laguna and Fillmore streets.

- **The Japan Center**, a shopping complex on the north side of Geary Blvd., is anchored at both ends by the Hotel Kabuki and AMC Kabuki cinema.
- The **Kabuki Springs & Spa** offers Japanese-style bathing followed by another relaxing import from Japan: Shiatsu massage.
- Cultural menu offerings range from sushi; ramen; manju, a rice confection still being hand-made by family-owned **Benkyodo**; matcha, a green tea beverage; and shabu-shabu, a meat-and-vegetable combo simmered in a tableside hot pot.
- A great place to visit any time, Japantown offers a number of festivals throughout the year, including the **Northern California Cherry Blossom Festival**; **"Kodomo No Hi"** or Children's Day in May; and the **Nihonmachi Street Fair** in August.

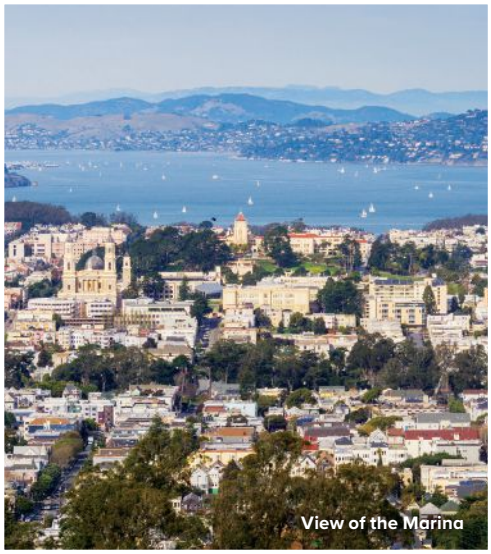
MARINA/ PACIFIC HEIGHTS

Palace of Fine Arts

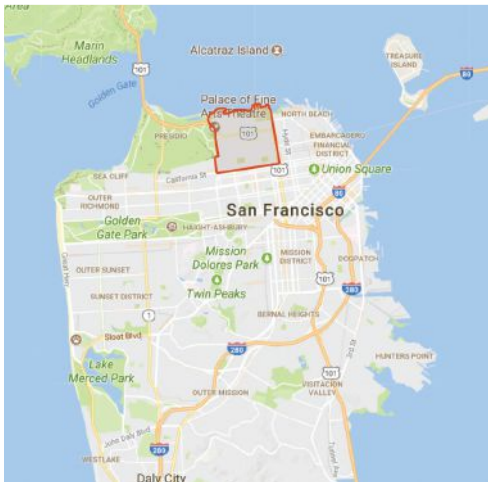
WHAT TO SEE & DO

Along the city's northern shore lies the Marina District, an area that's continually evolved throughout its history, from ocean dunes to exposition grounds to a fishing haven to a quaint residential neighborhood.

- Enjoy a sunny afternoon stroll down Union St. past many boutiques, spas and restaurants housed in beautifully restored Victorian buildings. **Marina Green**, ringed by bobbing boats and serenaded by foghorns, is picturesque.
- An Instagram favorite is the **Palace of Fine Arts**. Its arresting Greco-Roman style rotunda and majestic colonnades never fail to impress visitors and the site is favored by many wedding photographers.
- For some of the city's best views, climb the steps on Fillmore or Lyon streets to Pacific Heights, which rests atop a ridge south of the Marina.
- **Fort Mason Center for Arts & Culture**, a converted military base, is home to arts organizations and food truck gatherings.
- Reserve a table at the Michelin-starred **Atelier Crenn** for a superb prix fixe menu that changes with the seasons. For Mediterranean fare, head to the local favorite **Terzo**. On Chestnut St., you'll find everything from artisanal ice cream to great pizza. Be sure to grab a slice at **Delarosa**.

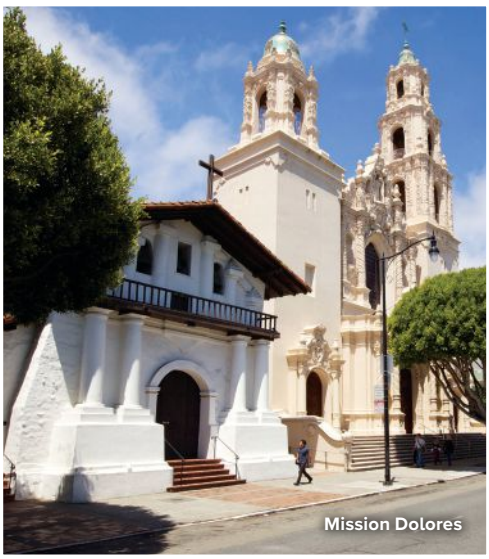

View of the Marina

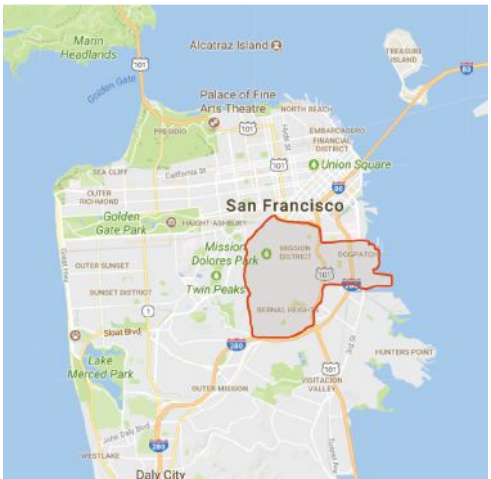
San Francisco Travel Association; Adobe Stock



MISSION DISTRICT

Mission District Murals


Mission Dolores



San Francisco Travel Association (2)

WHAT TO SEE & DO

The Mission District is one of San Francisco's most-of-the-moment neighborhoods, packed with trend-setting boutiques, restaurants and more. But its namesake is one of the city's oldest icons, the 18th-century Mission Dolores.

- **Mission St.** is the neighborhood's main drag and home to a variety of restaurants and shops. **Valencia St**. is ground zero for cafés, bars and clothing and accessory shops.
- Be sure to visit **Mission Dolores**, built in 1776. For recent history, check out the Mission's celebrated outdoor murals in places like **Balmy Alley** or on the façade of the **Women's Building**. **Dolores Park** is a popular green space that offers a perfect picnic location, people-watching and spectacular skyline views.
- No visit would be complete without a Mission-style burrito. Choose from local favorites like **La Taqueria**, **La Cumbre** and **El Farolito.**
- Burritos are just the beginning of Mission eats. **Venga Empanadas** is known for its stuffed pastries, **Lolinda** features delectable Argentine-style cuts from the grill and **Central Kitchen** offers standout locally sourced plates served family-style.
- For drinks, check out **Curio** to grab a cocktail before a show at The Chapel, or try **Trick Dog**, a can't-miss watering hole that's appeared on too many "best of" lists to count.

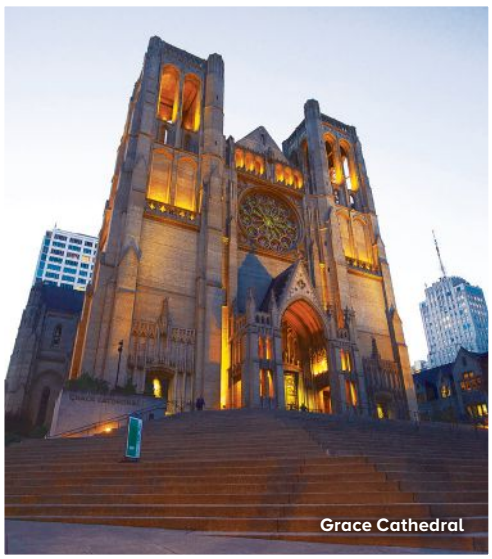
NOB HILL

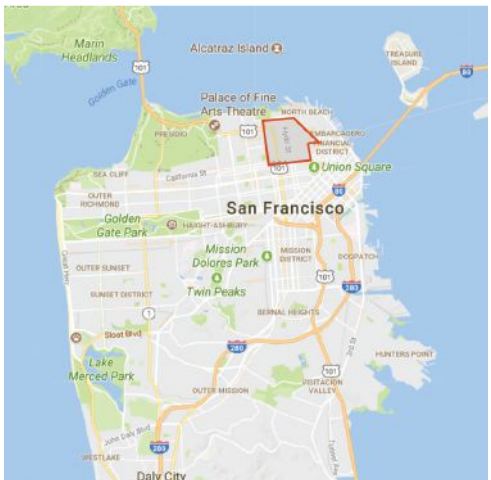
View of Nob Hill

WHAT TO SEE & DO

Those little cable cars that climb halfway to the stars in Tony Bennett's enduring song, "I Left My Heart in San Francisco," are climbing Nob Hill. Hundreds of feet above the city, this classic neighborhood offers famed hotels, buzzy restaurants, landmark architecture and stunning views.

- Learn the history of San Francisco's iconic vehicles at the **San Francisco Cable Car Museum** at Washington and Mason streets.
- French Gothic-style **Grace Cathedral** fronts the west side of **Huntington Park**, a refuge for parents and kids, dog walkers and lovers of green space, while the **Fairmont Hotel** rises to the east.
- To the north of Nob Hill lies **Russian Hill**, where you'll find icons like **Lombard St.**, a.k.a. "the World's Crookedest Street," along with pockets of restaurants and boutiques on charming, tree-lined streets.
- **Top of the Mark** at the InterContinental Mark Hopkins has long been a San Francisco favorite thanks to its panoramic, top-floor views. The **Tonga Room** in the Fairmont Hotel is a legendary tiki bar with an indoor rainstorm that completes the atmosphere. Other Nob Hill notables include **Parallel 37**, **Aurea** and the **Big 4 Restaurant**, to name a few.


Grace Cathedral



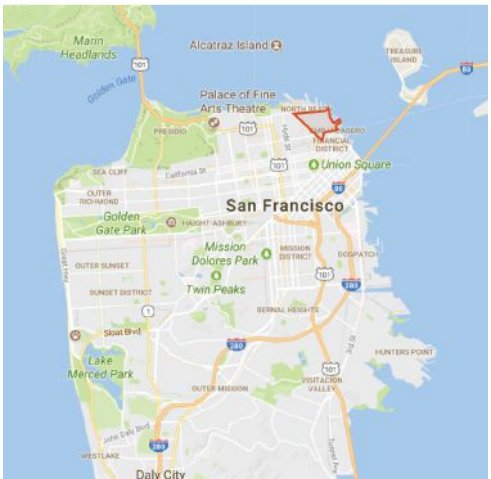
San Francisco Travel Association (2)

NORTH BEACH

Coit Tower

Original Joe's

San Francisco Travel Association; Original Joe's



WHAT TO SEE & DO

It might come as a surprise that North Beach doesn't have an actual beach. It does, however, have a vibrant and strong Italian American community that for generations has seeded the neighborhood with fantastic restaurants and cafés. Old Italy, memories of Kerouac, and waterfront bohemianism meet classic eateries in this lively neighborhood.

- On the east side of **Washington Square**, vintage wooden houses climb Telegraph Hill, crowned by **Coit Tower**. Built in the 1930s, it's decorated inside with murals depicting scenes from California's history.
- **Grant Ave.** is rich with one-of-a-kind shops, while **Broadway** is lined with music clubs, restaurants and bars. The Beat Generation is showcased in **City Lights** bookstore on Columbus Ave.
- Look up to see "**Language of the Birds**" at Broadway and Columbus Ave. These illuminated books flying overhead are a permanent public art installation by Brian Goggin and Dorka Keehn.
- Get an award-winning pizza at **Tony's Pizza Napoletana** or tuck into **Café Zoetrope** for a wide selection of Italian and California wines. **Firenze By Night** serves classic Italian dishes from antipasti to decadent desserts. **Original Joe's** is a neighborhood staple that's been serving San Francisco for more than 100 years. To get a guided taste of the neighborhood, try **Local Tastes of the City Tours**.

RICHMOND/ PRESIDIO

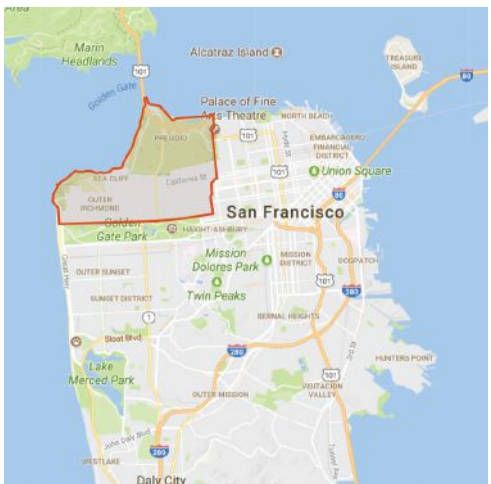
The Presidio

WHAT TO SEE & DO

The Presidio, with its towering eucalyptus trees, is a 2.8-square-mile former military base reborn as part of the Golden Gate National Recreation Area. The Richmond District hosts a major art museum, a city park and San Francisco's de facto second Chinatown on Clement St.

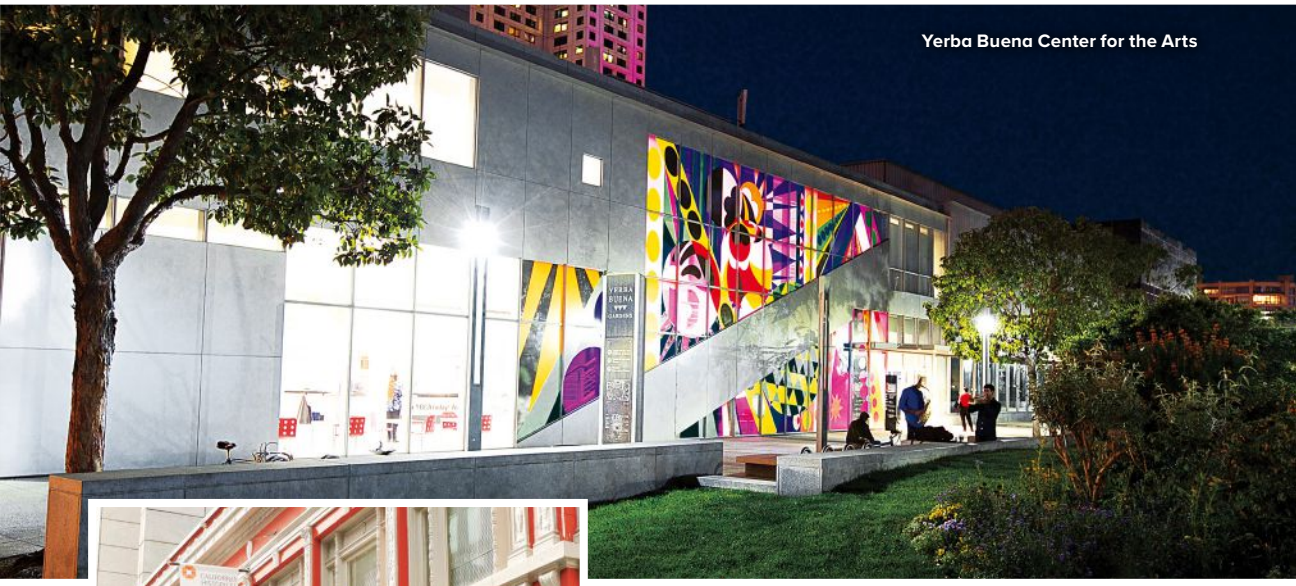
- The refurbished red brick military buildings at the **Presidio** are now restaurants, hotels and attractions, including **The Walt Disney Family Museum**, a must-see for Disney devotees and kids of all ages.
- Of special note are **Andy Goldsworthy's natural art installations**: "Tree Fall," "Wood Line" and "Spire". A fourth, "Earth Wall", is inside the **Presidio Officers' Club**, which also houses exhibits tracing the Presidio's history.
- **The Inn at the Presidio** is a LEED®-certified hotel right in the park. The **Presidio Visitor Center** is the launching pad for park adventures, with its engaging exhibits and knowledgeable staff.
- The Outer Richmond showcases the **Legion of Honor** museum, plus **Lands End** and **Lincoln Park** for hiking, golf and glorious views.
- Dining highlights in the Presidio include **Presidio Social Club** and **Sessions**. The Richmond, with a variety of dim sum, Korean and Thai restaurants, is also home to some of the city's best places for wallet-friendly and delicious eats.

The Walt Disney Family Museum



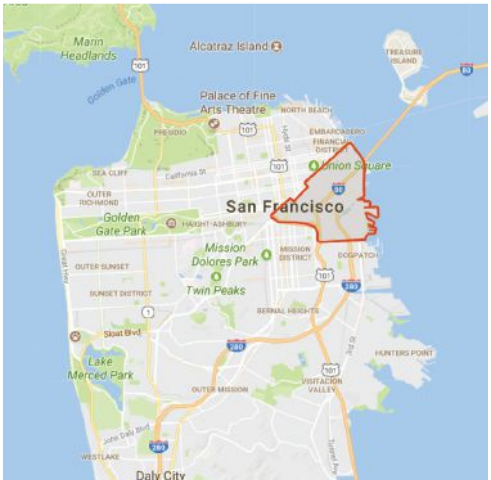
Getty Images ; Photography © Walt Disney Family Museum

SOMA/YERBA BUENA


Yerba Buena Center for the Arts

California Historical Society

San Francisco Travel Association; Gustavo Fernandez for Drew Altizer



WHAT TO SEE & DO

The South of Market neighborhood (a.k.a. "SoMa") is stacked with major institutions on or close to Market and Mission streets.

- Here you'll find **The Moscone Center**, the city's premier convention venue, alongside the **Yerba Buena Center for the Arts** and **Yerba Buena Gardens**.
- Nearby are cutting-edge museums including the **Museum of the African Diaspora**, **Contemporary Jewish Museum**, **California Historical Society Museum**, **Children's Creativity Museum** and **San Francisco Museum of Modern Art (SFMOMA)**.
- First-rate food is available at Michelin-starred **Luce** in the InterContinental Hotel; **Barcha,** which offers a modern twist on Mediterranean and Middle Eastern flavors; or **Alexander's Steakhouse**, where you'll find American fare with Japanese influences.
- It's always tea time at **Samovar Tea Lounge** overlooking Yerba Buena Gardens. For something more casual, head to the **TableTop Tap House** or **ThirstyBear Brewing Company**.
- The San Francisco Giants' bayside baseball stadium, **Oracle Park**, and adjacent jogging paths provide more ways to enjoy scenic views of the bay.
- SoMa is home to lots of luxe accommodations. **The Four Seasons**, **W Hotels**, **St. Regis**, **Virgin Hotels** and **Hotel VIA** all have properties in this neighborhood.

TREASURE ISLAND

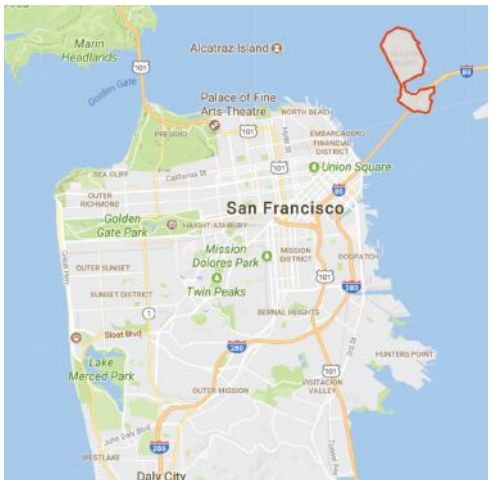
Downtown Skyline View from Treasure Island

WHAT TO SEE & DO

When it comes to reasons to visit Treasure Island, first and foremost, go for the view. San Francisco's entire northern waterfront from bridge to bridge is picture-perfect here. The island is also home to public art, flea markets and festivals throughout the year.

- The island hosts numerous major public events throughout the year, including the **San Francisco International Dragon Boat Festival**.
- Want to take home a treasure of your own? On the last weekend of every month, the dog-friendly **Treasure Island Flea** (TreasureFest) hosts more than 400 Bay Area vendors and artists offering handmade items, vintage finds, antiques and more.
- **Mersea** is a container-based (think of large shipping containers) restaurant and bar near the **Great Lawn** offering burgers, ceviche, fish and chips, soft-serve ice cream and more.

Mersea

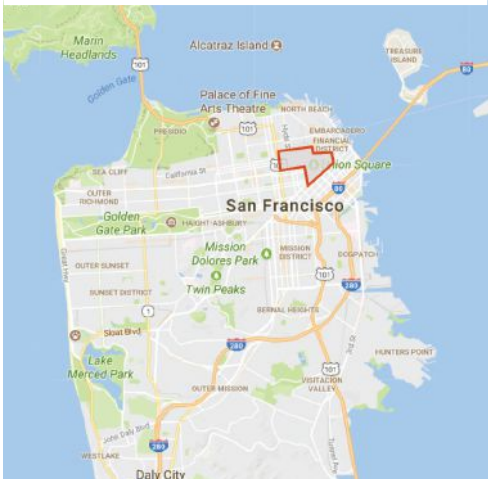


San Francisco Travel Association; Sarah Chorey

UNION SQUARE

Union Square Plaza

Hearts in San Francisco



WHAT TO SEE & DO

In a town full of great shopping, Union Square is the neighborhood with the most abundant retail therapy, not to mention fine hotels, great meals and green spaces to sit outside and enjoy San Francisco's temperate climate.

- Virtually every brand in fashion is on or near the 2.6-acre square, a landmark park in the heart of the downtown shopping and hotel district. South of Market St. at the foot of Powell St., the **Westfield San Francisco Centre** is home to **Bloomingdale's** and **Nordstrom**.
- The **Grand Hyatt** and **Taj Campton Place** hotels are just off the square on the Stockton St. side, along with a cluster of upscale boutiques. On the Powell St. side, the **Westin St. Francis Hotel** holds pride of place.
- Nearby are the **Marines Memorial Theatre**, the **Curran** and **A.C.T.'s Geary Theater**, intimate spaces where you can catch terrific performances.
- **Sears Fine Foods** on Powell St. is a local legend. Founded in 1938 and known for its world-famous Swedish pancakes, this old-school eatery on the west side of the square has given generations of diners a tasty start to their day.

San Francisco Travel Association; @hannaanju

Choose Your Own FAMILY ADVENTURE

Whether your crew prefers playing in the great outdoors, learning about science and natural history or braving adrenaline-pumping rides, San Francisco has tons of activities that make choosing your own family adventure a fun experience itself!

Start Here!

WHICH AGE GROUP BEST DESCRIBES YOUR CREW?

Energetic Kids UNDER 12 OR **Tricky-to-Impress TEENAGERS**

WHICH IS A TYPICAL WEEKEND ACTIVITY FOR YOUR FAMILY?

Movie Night

THE WALT DISNEY FAMILY MUSEUM

Nestled in the historic Presidio, The Walt Disney Family Museum is a magical place for kids—and for kids at heart. Interactive exhibits and early drawings and animations inspire both creativity and nostalgia.

DIY Science Kit

EXPLORATORIUM

Stimulate curiosity with more than 650 interactive exhibits at the Exploratorium, located at Pier 15 along the Embarcadero. Kids can step into a simulated tornado to learn how the weather phenomenon works, play with magnetic sand and more.

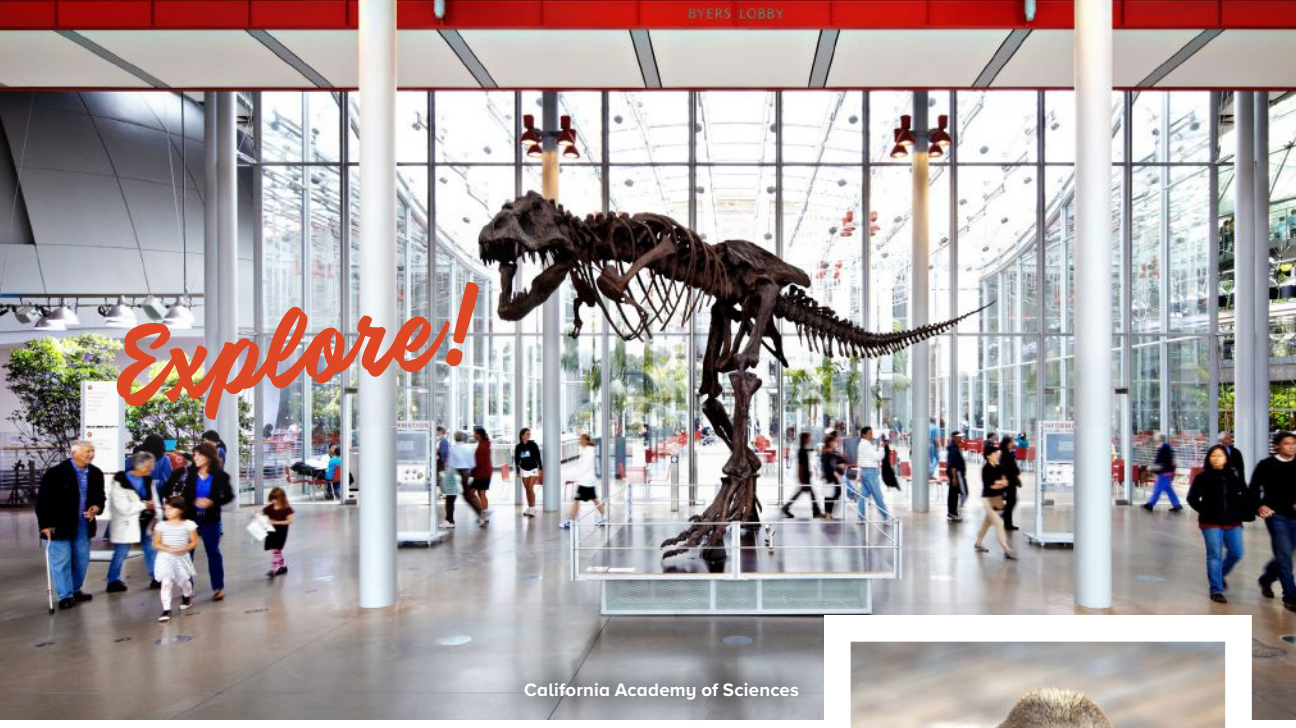
Art Project

THE CHILDREN'S CREATIVITY MUSEUM

Exercise the entire family's imagination at the Children's Creativity Museum in SoMa with workshops and exhibits in multimedia art and technology. Kids and parents can even work together on writing code that programs a robot to navigate a maze and play music.

Create!

Explore!



California Academy of Sciences

PIER 39 Sea Lion

WHICH EXTRACURRICULAR ACTIVITY BEST SUITS YOUR TEEN?

Video Games

PIER 39

Introduce your teens to vintage arcade games and enjoy thrilling attractions together at PIER 39. See the resident sea lions who mysteriously took over the pier's docks after the 1989 earthquake, and marvel at magicians, jugglers, comedians and more.

Science Fairs

THE CALIFORNIA ACADEMY OF SCIENCES

Only in San Francisco can you explore an aquarium, planetarium, and rainforest all in one day – and all under one (living!) roof. At the California Academy of Sciences, study the intricacies of a coral reef, meet resident animals, explore the depths of a rainforest and more!

Playdate at the Park

GOLDEN GATE PARK

Stretching from Haight-Ashbury to the Pacific Ocean, the 1,000-acre park offers open space, museums and family-friendly attractions. Teens will appreciate the Instagram-worthy shots at the picturesque Japanese Tea Garden and the panoramic views from the Hamon Observation Tower at the de Young Museum.

Japanese Tea Garden

Getty Images (2); San Francisco Travel Association (2)

10 THINGS TO DO For $10 or Less

Traveling on a budget can be tricky, but luckily San Francisco has many free (or almost free) things to see and do that'll up the fun-factor without breaking the bank. Here are 10 of our favorites.

1 CABLE CARS

Take a ride on San Francisco's iconic cable cars, the National Historic Landmark that moves, for just $8. Then, stop by the one-of-a-kind San Francisco Cable Car Museum to learn about their inner workings. In the historic Cable Car Barn & Powerhouse, the site where the cable system has operated since 1907, you can see the actual cable winding machinery as it reels 11 miles of steel at a steady pace. Antique cable cars are also on display, including the first one dating from 1873. Museum admission is free.

2 AWESOME BLOSSOMS

With more than 9,000 plants from around the world showcased across 55 acres, opportunity for exploration abounds at the San Francisco Botanical Garden in Golden Gate Park. If you want to stop and smell the roses (or the orchids, lilies and irises), head to the Conservatory of Flowers in the northeast corner of the park. Tickets for the Botanical Garden are $9 on weekdays and admission is free on the second Tuesday of the month. Admission to the Conservatory of Flowers is $10 on weekdays for adults and free on the first Tuesday of every month.

Conservatory of Flowers

3 FREE FESTIVALS

Throughout summer and fall, San Francisco's cultural calendar is packed with events – many of which are free. Music fans will love the People in Plazas, mini concerts throughout the city where local performers share their talents, July-October. The Stern Grove Festival hosts concerts every Sunday from mid-June to mid-August and the Hardly Strictly Bluegrass Festival, a free weekend of bluegrass, Americana and other traditional styles, happens every October. Prefer theater? Check out Free Shakespeare in the Park in early September at the Presidio.

4 MURALS GALORE

With more than 1,000 murals across the city, San Francisco's public art displays expand beyond museum walls. The Mission District is the epicenter; visit Balmy Alley and Clarion Alley, which have been canvases for public art and social change since the 1970s. Coit Tower is home to famed murals completed during the 1930s as part of the first New Deal program for artists. The murals at the Rincon Annex Post Office were painted by artist Anton Refregier around the end of World War II and depict a stylized (and some say overly radical) history of San Francisco. Diego Rivera murals are located near the Embarcadero at The City Club and near Fisherman's Wharf at San Francisco Art Institute. City Guides offers free tours of many mural locations throughout the year.

5 THE PRESIDIO

With nearly 1,500 acres of land, The Presidio has miles of hiking and biking trails to explore. For an easy orientation of the park with a rewarding view, start at the Lombard Gate and follow the two-mile (3.2km) Presidio Promenade Trail to the foot of the Golden Gate Bridge. Bring along a picnic lunch, relax and people watch at Crissy Field, then follow Mason St. east toward the Palace of Fine Arts. Observe this architectural beauty that was originally built for the 1915 Panama Pacific International Exposition.

Adobe Stock; @icebly; San Francisco Travel Association; Getty Images

6 SEA LIONS AT PIER 39

Visit some of San Francisco's most playful (and boisterous) residents, the sea lions of PIER 39. Having arrived shortly after the Loma Prieta earthquake in 1989 looking for food and protection from predators, groups of sea lions continue to call the K Dock at PIER 39 home. Time your visit with one of the four free daily education programs provided by the adjacent Sea Lion Center.

7 FUN AND ARCADE GAMES

Take a trip back in time at the Musée Mécanique near Fisherman's Wharf. Admission is free to this antique arcade; games range in price from a penny to a dollar. Arm wrestle a robot or be serenaded by a mechanical barbershop quartet – for spare change!

8 GOLDEN GATE BRIDGE

As one of the most photographed structures in the world, the Golden Gate Bridge also provides great views of the city as you cross. If you're driving across the bridge, there is a toll (electronic); however, crossing the iconic landmark is free to cyclists and pedestrians. In addition to your camera, bring a jacket because it can get chilly out there, even in the summer. Wander down to Fort Point at the Presidio for more great views of the bridge.

9 LOCAL TOURS

Get a behind-the-scenes look at how some notable local products are made. You'll likely find some free samples along the way, too. Explore the long and delicious history of sourdough bread in San Francisco with a museum and bakery tour at Boudin. Guided tours are $5 per person or free to tour at your leisure. In Chinatown, find out how fortune cookies are made at the Golden Gate Fortune Cookie Factory and, at the end of the free tour, receive a sample.

10 SAN FRANCISCO MUSEUM OF MODERN ART (SFMOMA)

Take advantage of the 45,000-square-foot ground floor galleries at the San Francisco Museum of Modern Art (SFMOMA). Entrance via the Roman steps off Howard St. is free to the public. Admission to the entire museum for visitors 18 and younger is also free.

SFMOMA

Let your curiosity roam free.

The Exploratorium is more than a museum—it's a gateway to exploring science, art, and human perception. Let your curiosity roam free through hundreds of exhibits in six spacious indoor and outdoor galleries. You'll find thoughtful safety protocols, our one-of-a-kind store, dining, and more at our beautiful San Francisco bayside location—**Pier 15 on the Embarcadero.**

Plan your visit →
exploratorium.edu/visit

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SAN FRANCISCO *Parks*

Hundreds of parks in San Francisco offer no shortage of ways to enjoy the outdoors and the city's spectacular views. Here are a few of the most popular parks to play, picnic and relax in when you visit.

ALAMO SQUARE PARK

In addition to being the location of the famous Painted Ladies, Alamo Square Park has lots to offer. While you're taking photos of those lovely Victorian homes, enjoy the views of downtown, too. Grassy lawns and beautiful flowerbeds make the park excellent for picnicking or just taking a break from sightseeing. Playgrounds, tennis courts and walking trails offer further recreation and exploration.

Mission Dolores Park

THE PRESIDIO

For some of the best views in the city, visit San Francisco's historic Presidio. Adjacent to the Golden Gate Bridge, the former military outpost has been repurposed as public land with a wide variety of things to see and do. Check out the Presidio's Visitor Center to orient yourself with the area and learn about its history. Miles of hiking and biking trails throughout the park allow for active exploration of its green space and views. Visit Fort Point for an up close and personal look at the Golden Gate Bridge's complex and impressive structure. Crissy Field and Baker Beach provide ample space for a picnic as well as knockout views of the bridge.

The Presidio

Alamo Square Park

MISSION DOLORES PARK

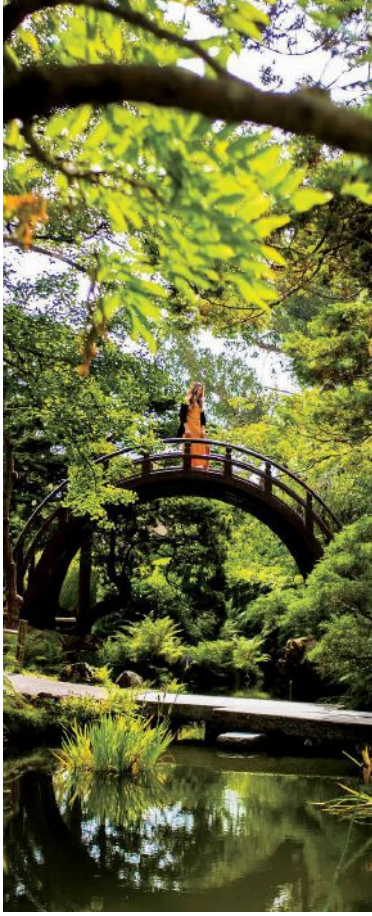
At the heart of the Mission District, Mission Dolores Park is the perfect place to enjoy the scenery and people-watch. The southern half of the park offers great views of the Mission District, downtown and San Francisco Bay. Wide expanses of grass make the park popular with dog owners, and the playground makes it a favorite hangout for families. Keep your eyes peeled for the San Francisco Mime Troupe. They've been performing in the park during summer months since 1959.

SALESFORCE PARK

Located on the roof of the Salesforce Transit Center in the heart of the SoMa neighborhood, this lush 5.4-acre (2.1-hectare) park is the newest green space in San Francisco. Visitors can access the park by escalator, elevator or the most exciting way: a gondola ride from ground level. In addition to a half-mile (.8 km) walking trail that includes gardens with flora and fauna from around the world, the park has a children's play area and amphitheater where yoga classes, concerts and movie nights are regularly hosted.

GOLDEN GATE PARK

More than 7,000 kinds of plants fill the more than 1,000 acres that make up Golden Gate Park. To see as much of the park as possible, visit Golden Gate Park Bike & Skate to secure some wheels for exploring. Be sure to check out the world-class museums located inside the park, including the de Young Museum, California Academy of Sciences, Conservatory of Flowers and San Francisco Botanical Gardens. The Japanese Tea Garden is also not to be missed with its beautiful torii (gates) and pagodas, as well as a picturesque moon bridge and a 1.5-ton Buddha on display.



Getty Images (3); @dianebentleyraymond; @fionaphung_

5 SCENIC AND SURPRISING BAY AREA HIKES

Lands End

The Bay Area is brimming with so much natural beauty that it's virtually impossible to go wrong when choosing a hiking trail. To help you narrow it down, we've gathered five hikes that stand out for particularly jaw-dropping scenery and a few unexpected delights.

1 LANDS END, GOLDEN GATE NATIONAL RECREATION AREA (SAN FRANCISCO)

More than 250 hiking trails crisscross the Golden Gate National Recreation Area. If you only have time for one, opt for the Coastal Trail. This route winds through a cypress forest and along the 200-foot-high cliffs that guard the entrance to San Francisco Bay. A small detour will take you to the Lands End Labyrinth, originally created in 2004 by artist Eduardo Aguilera. Stop here for a moment of quiet reflection and to take in the stunning sight of the Golden Gate Bridge to the east.

2 MUSSEL ROCK PARK NATURE PRESERVE (DALY CITY)

Prepare to be bowled over by the views at Mussel Rock Park. The endless expanse of ocean and rugged cliffs are just the beginning. Hike from the bluff down to the water, where you can check out tide pools before setting out. To the north, there's walkable beach for the entire nine miles it takes to reach the historic Camera Obscura museum. To the south, there's a man-made rock arch where the trail ends. Mussel Park is also home to several paragliding launch points, and watching others fly is quite a thrill (even if you prefer to stay grounded).

3 ALAMERE FALLS, POINT REYES NATIONAL SEASHORE (MARIN)

This 13-mile journey takes some dedication, but the unforgettable sight of Alamere Falls crashing over a 30-foot cliff onto the beach below is worth the effort. Beware that this trail isn't for the faint of heart. Aside from the distance, you'll gain 1,442 feet of elevation, and there's real danger near the edge of the cliff. Steer clear of the edge, and on the beach, keep in mind that rocks can tumble down at any time. There are three trailheads where you can park and launch your expedition: Bear Valley, Palomarin and Five Brooks.

4 MISSION PEAK (SOUTH BAY)

Mission Peak is popular for its panoramic views of the Bay Area, but that's not the only reason to make the climb. When you reach the 2,517-foot summit, an unusual sight awaits in the form of a six-foot steel sculpture with sighting tubes that point to a variety of distant landmarks. The artist who designed the monument intended it as a statement about environmental issues. Choose from three different trails to get there: the Hidden Valley Trail and the Peak Meadow Trail take you up the mountain's western face, while the Mission Peak Trail climbs the northern face.

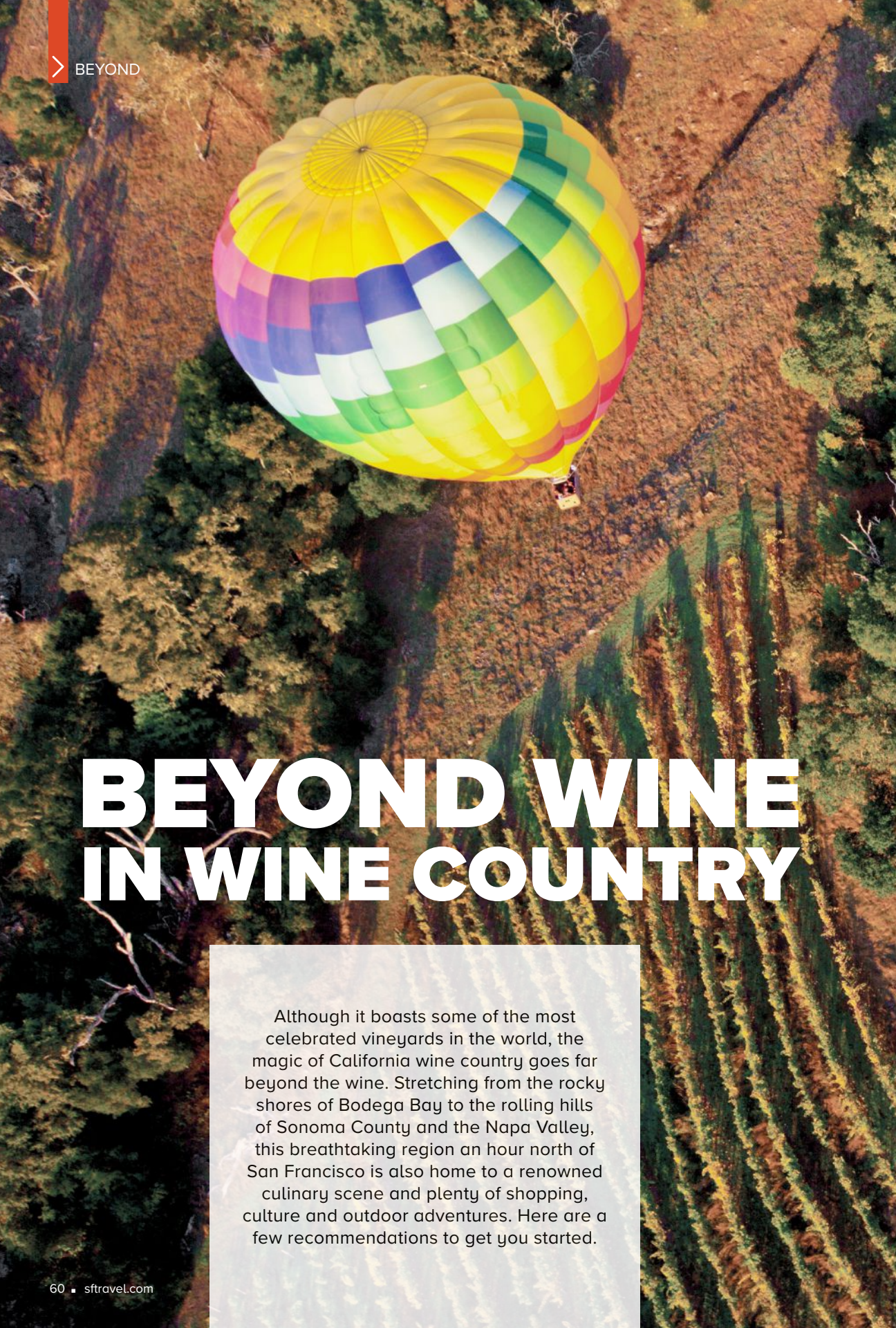
5 KIRBY COVE (MARIN)

Not all trails take you up hills and mountains. In the case of Kirby Cove, your hike starts with a steep descent where you'll pass by eucalyptus, pine and cypress trees. When you reach the end, you will find yourself on a cozy beach. Marvel at the postcard-worthy views of San Francisco Bay and the Golden Gate Bridge while gentle waves lap at your toes. Kirby Cove became popular with adventurers in search of a secret rope swing that was once located in the area. Unfortunately, the swing has been removed, but that doesn't make Kirby Cove any less spectacular.

San Francisco Travel Association

Getty Images

Steel Lookout Sculpture at Mission Peak



BEYOND WINE IN WINE COUNTRY

Although it boasts some of the most celebrated vineyards in the world, the magic of California wine country goes far beyond the wine. Stretching from the rocky shores of Bodega Bay to the rolling hills of Sonoma County and the Napa Valley, this breathtaking region an hour north of San Francisco is also home to a renowned culinary scene and plenty of shopping, culture and outdoor adventures. Here are a few recommendations to get you started.

OUTDOOR ACTIVITIES

The mild climate, easy access to the beach and several state parks make Napa and Sonoma ideal for outdoor lovers. A scenic drive will deliver you to the Russian River region of Sonoma County. Enjoy hiking on redwood-lined trails, camping, canoeing and rafting on the river's gentle waters. If you prefer two-wheel transport, flat roads and gorgeous scenery make biking a memorable excursion, and you'll find charming towns and plenty of wineries to visit along the way. Bike rentals are available in towns including St. Helena, Yountville, Healdsburg and Sebastopol. For an unforgettable experience, float in a hot air balloon over the lush wineries of the Napa Valley.

SPAS & WELLNESS

Built on natural hot springs, Fairmont Sonoma Mission Inn & Spa delivers the quintessential spa experience — dry sauna, private baths and two mineral soaking pools — while Forestville's Farmhouse Inn has made local produce harvested on-site the cornerstone of their spa treatments. Spa luxury meets wine country extravagance at Auberge du Soleil, where temperate springs overlook vineyards and the resort's own olive grove. Treatments include floral oils from the garden and a refreshing grapeseed scrub. Between pampering sessions, treat yourself to a plethora of wellness experiences in Sonoma County, including yoga hikes at Sugarloaf Ridge Park in Kenwood or paddleboard yoga on the serene Russian River with Rubicon Adventures. Tucked into redwood forest hills, Ratna Ling Retreat Center offers both private and organized wellness retreats and luxurious cottage accommodations.

FESTIVALS

With gorgeous surroundings and rich culture, Napa and Sonoma attract an exciting array of annual celebrations. In May, experience the first taste of summer at Napa's famed, three-day BottleRock music festival, which draws top musical acts from Mumford and Sons to Cypress Hill. If you prefer craft brews, Sonoma County is home to an annual beerfest each June called The Good One. The Napa Valley Film Festival includes film screenings and hosts celebrities from all over the world each November, and the Sonoma International Film Festival in March features more than 100 curated film selections.

SHOPPING

Shopping is a popular pastime in wine country. In St. Helena, one-of-a-kind shops line Highway 29. In Napa, the Napa Premium Outlets offer great savings on luxury brands such as Coach and Michael Kors. In Sonoma County, check out Santa Rosa's Fourth Street area, which is home to locally-owned shops, or drop by Railroad Square for a mix of antique shops and restaurants. In Healdsburg, SHED is a must-visit for specialty ingredients and kitchenware. Oxbow Public Market in Napa is a marvelous source for artisan cheeses, breads, produce and local olive oil.

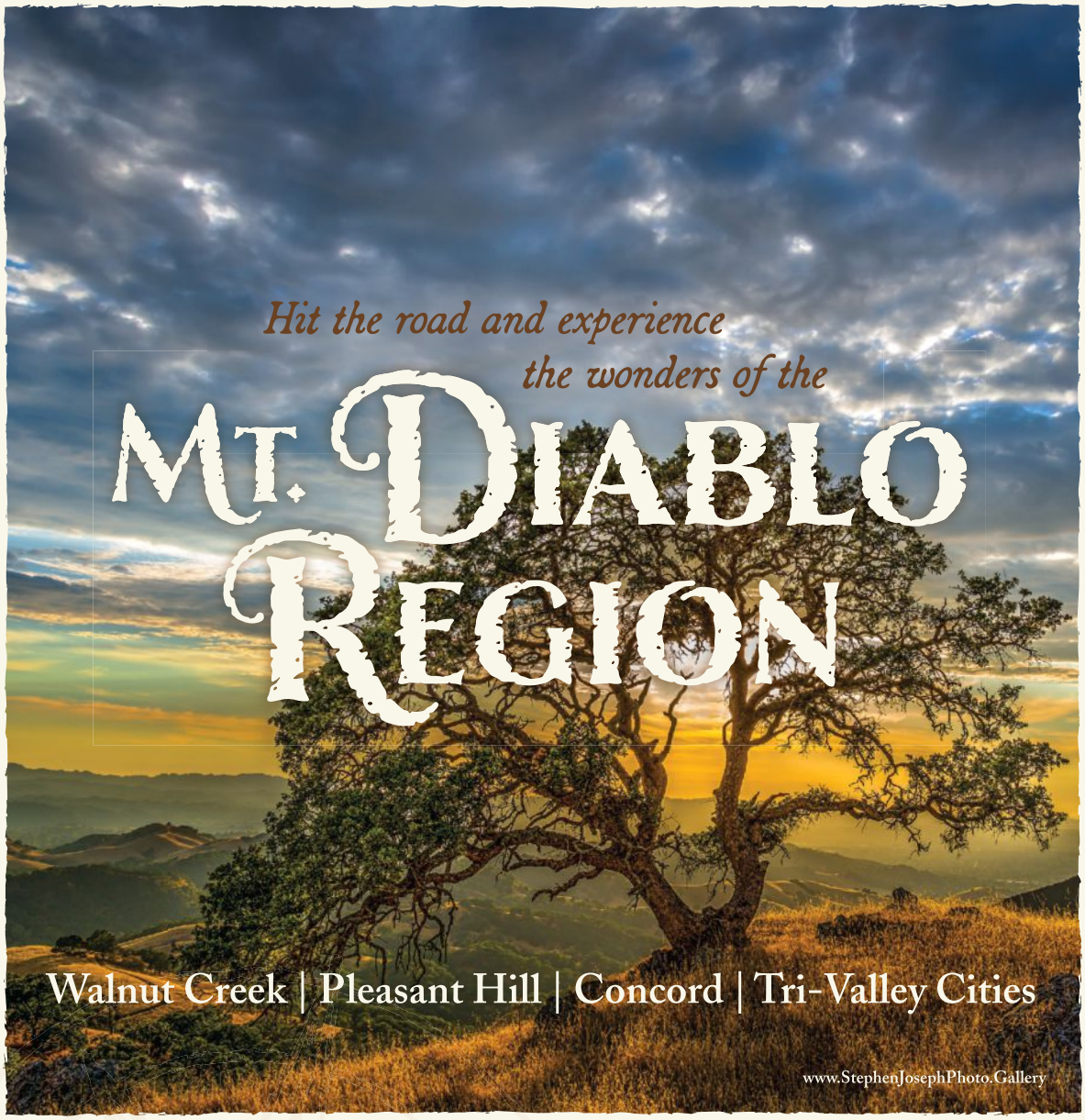
DINING

Napa and Sonoma are epicenters for fine dining and have a wealth of Michelin-starred and Bib Gourmand award-winning eateries. You'll need reservations well in advance to secure a table, but the experiences are unforgettable. To sample local flavors in Sonoma County, head to The Girl and The Fig in downtown Sonoma, where you'll find artful uses of cheeses, meats, fruits and veggies, all produced nearby. Or, grab a table at La Salette for modern takes on Portuguese cuisine. If you love to cook, try a class at the Culinary Institute of America at Greystone for a day of delicious learning.

Towering Trees

Northern California's wine country is one of the few places on Earth where you can experience the incredible feeling of standing in a redwood forest. These are the tallest trees in the world, growing as high as 350 feet and surviving upward of 2,000 years, making them some of Earth's oldest inhabitants. Many redwood forests were chopped down for lumber during the Gold Rush and relatively few groves remain. The Armstrong Redwoods State Natural Reserve in Sonoma County offers 805 acres of trails, campgrounds and much more. Visiting, hiking and picnicking in these magical forests is a singular experience for visitors. Save the Redwoods offers insider information, park maps and travel guides.

Getty Images (2)



Welcome to the Mt. Diablo Region: a blend of clean, open space and charming downtowns, nestled in the valleys of Mount Diablo, the highest peak in Northern California's Bay Area. Here you'll enjoy plenty of outdoor activities, culinary thrills, upscale shopping, live music, local beer and California's oldest award-winning wine country.

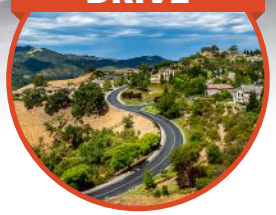
Plan your next getaway, all within short driving distance of three international and two regional airports, just east of San Francisco. **We are Walnut Creek, Pleasant Hill, Concord and the Tri-Valley cities of Pleasanton, Livermore, Dublin and Danville.**

You belong here. | www.MtDiabloRegion.com

DAY TRIP TO *Mount Diablo*

Cross the Bay Bridge and drive just one hour east to Danville to visit striking Mt. Diablo, clocking in just shy of 4,000 feet high. Whether you're seeking adrenaline-pumping adventure or a quiet respite, Mt. Diablo State Park is an ideal spot to spend a day away from the city.

DRIVE



Take in the scenery of the Tri-Valley as you climb 11 miles to the summit of Mt. Diablo along a winding (but paved) road. The drive up takes approximately 45 minutes and it is recommended that you drive all the way to the top first, and then stop to enjoy the views at convenient turnoffs only on your way back down. The road is a popular endeavor for cyclists, so it's important to drive carefully while sharing the road. A parking fee is required per vehicle, which can be paid in cash or by credit card at the entrance located about one third of the way up the mountain.

HIKE

Prefer to see the mountain on foot? Summit trails to the top of Mt. Diablo are very steep and should only be traversed by those with experience on intermediate to difficult trails with high elevation gains. For more casual hiking, check out Mary Bowerman Interpretive Trail near the summit. This one-mile trail offers expansive views and low elevation gain. Grab a map while you're at the Visitor Center for more hiking options throughout the state park.

LEARN

Mt. Diablo's history is in some ways a mystery, and the Summit Visitor Center is a great place to learn about it. Visitors can watch a video illustration of the geological forces that formed the mountain and observe a diorama of the park's ecosystem. The exterior walls of the Visitor Center's observation deck feature shells and aquatic fossils from when Mt. Diablo rose out of the water as a result of tension between tectonic plates – some of which date back as far as 190 million years!

PICNIC

On your way back down the mountain, why not enjoy the scenery a little longer with a picnic? Several stops along the road offer picnic areas, including Juniper Campground *(pictured)*, Lookout Point and Livermore Valley Overlook. If it's a clear day, see if you can spot Mount St. Helena or Suisun Bay in the distance. Maple Nook and Bridal Nook picnic areas are nestled in the mountain's alcoves and offer shade from magnificent oak trees.

Getty Images (6)

LOOKING FOR MORE OUTDOOR ADVENTURE?

Explore nearby Tri-Valley for hiking and biking trails that cater to all levels of experience and comfort. Multiple golf courses in the area offer beautiful backdrops and Tri-Valley's Livermore Valley is a great place to stroll through lush vineyards and taste the bounty of the region.

REFUEL

Hartz Ave. in downtown Danville is lined with restaurants, coffee shops and plenty of shopping – all you need to refuel before heading back to San Francisco!

DISCOVER YOSEMITE: TOURS FROM SAN FRANCISCO

Located just 140 miles east of San Francisco, a trip to Yosemite National Park is a must. It's open 365 days a year and boasts some of the best scenery, hiking trails and towering waterfalls anywhere in the world. While day trips to Yosemite are popular, staying overnight gives you a chance to truly explore the park. Even better, getting there is a breeze with these convenient tours that depart from San Francisco.

EXTRANOMICAL TOURS

Extranomical Tours specializes in small group tours for independent travelers who don't want the everyday tour experience. Their Total Yosemite Experience and Giant Sequoias one-day tour features storytelling by a trained guide and a special stop for a short hike into a grove of old growth sequoias. Extranomical Tours also offers seasonal two-, three-, four-, and five-day tours to Yosemite from San Francisco that include accommodations in the Yosemite Valley Lodge or in a hostel located about an hour outside of Yosemite Valley. Transportation is in 15-person vans or mid-sized buses that pick up guests from select San Francisco hotels. Park admission is included, but you should plan to buy your own lunch and snacks.

GRAY LINE TOURS

Gray Line San Francisco offers several dozen tours from San Francisco in their fleet of luxury coaches, including the 14-hour Yosemite National Park Day Tour. This tour includes entrance to the park and commentary from the driver, as well as a period of free time at the Yosemite Valley Visitors Center, where hiking trails, bike rentals and other amenities are located. Guests are picked up in the morning from select San Francisco hotels or meet up with the tour at its Union Square departure point. Food and beverages are not included.

INCREDIBLE ADVENTURES

A certified San Francisco Green Business, Incredible Adventures runs one- to nine-day tours to Yosemite National Park that utilize their private fleet of bio-diesel powered mini-coach buses. They offer 10 different options for visiting Yosemite, including a single-day, 15-hour adventure that includes a guided tour of Yosemite Valley and three hours of free time for independent exploration. Other options include a Yosemite and Giant Sequoias single-day tour, a three-day Yosemite Escape camping tour and the Yosemite Hotel Tour, which includes a night's stay in the historic Yosemite Valley Lodge.

LASSEN TOURS

Lassen Tours offers a variety of multiple day tours in a private coach. These tours are best if you want to visit Yosemite in combination with other California attractions like Hearst Castle, Los Angeles or even onward to the Grand Canyon. Departing once or twice a week from their Union Square office, these specialty tours do not include park admission prices or meals but do include hotel accommodations.

SKYLINE SIGHTSEEING TOURS

Although more famous for their one- or two-day hop-on, hop-off double-decker bus tours that allow visitors to explore San Francisco, Skyline Sightseeing also runs day tours from the city to Yosemite National Park. The 15-hour tour includes pickup from your hotel in a luxury climate-controlled coach, transportation to the park, entrance to Yosemite itself and a narrated tour of Yosemite Valley's most famous landmarks and attractions. Audio tours in a variety of different languages are available for those who would like them. Food and drink are not provided.

Shutterstock

Monterey

GATEWAY SAN FRANCISCO VISITOR RESOURCES BEYOND THE CITY

If your trip will extend beyond the city, here is a list of helpful resources for visitors in search of planning information, local recommendations and more.

EAST

CALAVERAS VISITORS BUREAU
gocalaveras.com *1192 S. Main St., P.O. Box 637, Angels Camp 95222, 209-736-0049*

FAIRFIELD CONFERENCE & VISITORS BUREAU
visitfairfieldca.com *1000 Webster St., First Fl., Ste. A, Fairfield, 94533, 877-793-7386*

FRESNO/CLOVIS CONVENTION & VISITORS BUREAU
playfresno.org *1180 E. Shaw Ave., Ste. 201, Fresno, 93710, 559-981-5500*

GOLD COUNTRY VISITORS ASSOCIATION
visitgoldcountry.com *200 Wool St., Folsom 95630, 916-985-2698*

LAKE TAHOE VISITORS AUTHORITY
tahoesouth.com *3066 Lake Tahoe Blvd., South Lake Tahoe 96150, 530-541-5255*

MAMMOTH LAKES TOURISM
visitmammoth.com *2520 Main St., P.O. Box 48, Mammoth Lakes, 93546, 888-466-2666*

TUOLUMNE COUNTY VISITORS BUREAU/YOSEMITE GOLD COUNTRY
visittuolumne.com *193 S. Washington St., Sonora 95370, 209-533-4420 or 800-446-1333*

VALLEJO CONVENTION & VISITORS BUREAU
visitvallejo.com *289 Mare Island Way, Vallejo 94590-5806, 707-642-3653*

VISIT BERKELEY
visitberkeley.com *2030 Addison St., Ste. 102, Berkeley 94704, 510-549-7040*

VISIT CONCORD
visitconcordca.com *2151 Salvio St., Suite T, Concord, 94520, 925-685-1182*

VISIT OAKLAND
visitoakland.org *481 Water St., Oakland 94607, 510-839-9000*

VISIT RICHMOND CA
visitrichmondca.com *229 Tewksbury, Ste. B, Richmond 94801, 510-237-1403*

VISIT SACRAMENTO
visitsacramento.com *1608 I St., Sacramento 95814, 916-808-7777 or 800-292-2334*

VISIT STOCKTON
visitstockton.org *125 Bridge Pl., Second Fl., Stockton 95202, 209-938-1555 or 877-778-6258*

VISIT TRI-VALLEY
visittrivalley.com *5075 Hopyard, Ste. 240, Pleasanton 94588, 925-846-8910*

VISIT VACAVILLE
visitvacaville.com *1671 E. Monte Vista Ave. Ste. N-110, Vacaville 95688, 707-450-0500*

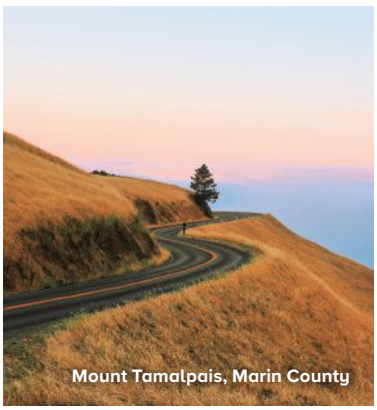
YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU
yosemite.com *P.O. Box 967, Mariposa 95338, 209-742-4567*

NORTH

DESTINATION TIBURON
destinationtiburon.org *1505 Tiburon Blvd., Tiburon 94920, 415-435-7373*

HUMBOLDT COUNTY CONVENTION & VISITORS BUREAU
redwoods.info *322 First St., Eureka 95501, 707-443-5097*

MARIN CONVENTION & VISITORS BUREAU
visitmarin.org *1 Mitchell Blvd., Ste. B, San Rafael 94903, 415-925-2060*



Mount Tamalpais, Marin County

San Francisco Travel Association (2)

PETALUMA VISITORS PROGRAM
visitpetaluma.com *210 Lakeville St., Petaluma 94952, 707-769-0429*

PLACER COUNTY VISITOR'S BUREAU
visitplacer.com *1103 High St., Ste. 150, Auburn 95603, 530-887-2111 or 866-752-2371*

SAUSALITO CHAMBER OF COMMERCE
sausalito.org *1913 Bridgeway, Sausalito 94965, 415-331-7262*

SAVE THE REDWOODS LEAGUE
savetheredwoods.org *111 Sutter St., 11th Fl., San Francisco 94104, 415-362-2352*

SHASTA CASCADE WONDERLAND ASSOCIATION
shastacascade.com *1699 Hwy. 273, Anderson 96007, 530-365-7500*

SONOMA COUNTY TOURISM
sonomacounty.com *400 Aviation Blvd., Ste. 500, Santa Rosa 95403, 707-522-5800*

SONOMA VALLEY VISITORS BUREAU
sonomavalley.com *453 First St. E., Sonoma 95476, 707-996-1090*

VISIT MENDOCINO COUNTY, INC.
visitmendocino.com *105 W. Clay St., Ukiah 95482, 707-964-9010*

VISIT NAPA VALLEY
visitnapavalley.com *600 Main St., Napa 94559, 855-333-6272*

YOUNTVILLE CHAMBER OF COMMERCE & VISITOR INFORMATION CENTER
yountville.com *6484 Washington St., Ste. F, Yountville 94599, 707-944-0904*

SOUTH

CALIFORNIA'S CENTRAL COAST – THE ORIGINAL ROAD TRIP
centralcoast-tourism.com

CARMEL CHAMBER OF COMMERCE & VISITOR CENTER
carmelcalifornia.org *Ocean Avenue, P.O. Box 4444, Carmel 93921, 831-624-2522*

MONTEREY COUNTY CONVENTION & VISITORS BUREAU
seemonterey.com *787 Munras Ave., Suite 110 Monterey 93940, 888-221-1010*

SAN MATEO COUNTY – SILICON VALLEY CONVENTION & VISITORS BUREAU
smccvb.com *111 Anza Blvd., Ste. 410, Burlingame 94010, 650-348-7600*

SANTA CLARA CONVENTION & VISITORS BUREAU
santaclara.org *1850 Warburton Ave., Santa Clara 95050, 408-244-9660 or 800-272-6822*

TEAM SAN JOSE
sanjose.org *408 Almaden Blvd., San Jose 95110, 408-792-4511 or 800-SAN-JOSE (726-5673)*

VISIT HALF MOON BAY
visithalfmoonbay.org *235 Main St., Half Moon Bay 94019, 650-726-8380*

VISIT SANTA CRUZ COUNTY
santacruz.org *303 Water St., Ste. 100, Santa Cruz 95060, 831-425-1234*

Visiting the Redwoods

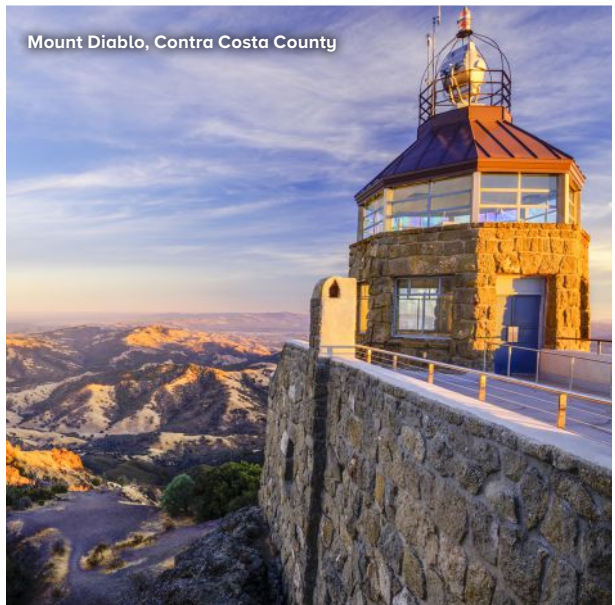
NAPA VALLEY
WINE TRAIN
EST 1864

Explore Napa Valley by Train

For a memorable "wine and dine" experience unlike any other, hop aboard an exquisitely restored antique Pullman rail car and take a three to six hour voyage through breathtaking Napa Valley.

1275 Mckinstry Street, Napa, CA 94559
(707) 253-2111 | winetrain.com

Napa Valley


Mount Diablo, Contra Costa County

San Francisco Travel Association (2); Getty Images

THE ULTIMATE GUIDE TO SFO

San Francisco International Airport is your gateway to adventure, both in the Bay Area and beyond. One of the busiest and most innovative airports in the nation, SFO features top-notch dining, curated displays of aviation history, a rare opportunity to step outside, and more. Here are a few great reasons why SFO deserves to be your favorite airport.

LOCAL DINING

Let SFO be the spot where you get your first (or last) authentic taste of San Francisco. There are a number of "only in San Francisco" treats you can find in the airport. Four celebrated local chefs teamed up to open Manufactory Food Hall in the airport's International Terminal, offering food made from seasonal ingredients sourced from local farms, ranches and fisheries.

FRESH AIR

You've probably noticed in your travels that once you're in the airport, your next chance to be outside will be at your destination. Not so at SFO, where airport engineers have built an outdoor terrace with lounge chairs, landscaping, and sculpture. This roomy space is a great way to stretch your legs and enjoy the sight of the Bay Area's rolling hills and creeping fog. Located at the International Terminal.

WORLD-CLASS EXHIBITS

San Francisco's great museums are not limited to the city. SFO is the country's only airport with a museum program accredited by the American Association of Museums. World-class exhibits of photography, historical artifacts, sculpture and popular culture can be found throughout the terminals. To find out what's on view, visit **sfomuseum.org**.

TRANSPORTATION

It's easy to travel between SFO and downtown San Francisco. The most economical method is BART, which costs $9.65 from the airport to Powell St. and takes about 35 minutes. BART is easily accessed from any terminal by riding SFO's free AirTrain to the Garage G/BART Station stop. Taxis are readily available from the roadway center islands on the Arrivals/Baggage Claim Level of all terminals. The cost is approximately $45-$60 to the Union Square area, depending on traffic. To get to areas outside the city, there are shuttles, vans and privately operated buses departing from center island transportation zones on the Arrivals/Baggage Claim Level. Companies such as Lyft and Uber also provide transportation.

SFO offers ad-free, one-click Wi-Fi throughout the airport. Look for the **#SFO_FREE_WIFI** network, launch your browser and click "Accept the Terms" for four hours of free internet access. Need more time? Just log in again!

San Francisco International Airport (3)

What to Expect

SFO continues to lead the way in protecting the health and safety of its passengers. Upon arrival, you can expect to find multiple hand sanitizer stations in each terminal, protective barriers at points of face-to-face interaction, and guidelines for physical distancing. For more information about SFO, visit sftravel.com.

San Francisco Streets by Night

TRANSIT ROUTES

Curvy streets, hidden alleyways and lots of hills – that's what San Francisco is known for. But believe it or not, San Francisco is an easy place to get around, whether you're on a bus, streetcar or your own feet.

If you decide to opt for public transit, here are a few suggestions on how to get to some major points of interest, starting from the cable car turnaround at Powell and Market streets.

FARE INFORMATION

Adult bus, streetcar and Muni Metro fares are $3. Youth (5-17 years), seniors (65+ years), and individuals with disabilities pay $1.50. Children under 4 years ride for free. One-way cable car tickets cost $8 for anyone 5 and over. Please note that Muni service routes and frequency are subject to change. For the latest information, visit sfmta.com or download the MuniMobile app.

ALAMO SQUARE
Bus #5 westbound to the corner of McAllister and Pierce, or bus #21 westbound to the corner of Hayes and Pierce streets. Bus #21 also continues on to Golden Gate Park. Points of Interest: Painted Ladies.

CABLE CAR
Board any cable car on Powell St. to Washington and Mason streets.

CASTRO
Outbound Muni Metro K, L or M line to the Castro Station or the historic F Streetcar on Market St. to Castro St.

CHINATOWN
Walk two blocks east on Market St. to Grant Ave. Walk north on Grant Ave. to Chinatown Gate at Bush St., or take bus #30 at Kearny and Market streets or northbound cable car to Chinatown stop. Points of Interest: Chinese Cultural Center; Chinese Historical Society.

CIVIC CENTER/HAYES VALLEY
Bus #5 or #21 westbound on Market St. or outbound Muni Metro to Civic Center Station. Points of Interest: SFJAZZ Center, City Hall, War Memorial Opera House, Davies Symphony Hall, Asian Art Museum, Bill Graham Civic Auditorium.

San Francisco Travel Association

SEAL ROCKS/LANDS END
Bus #38 (destination - 48th Ave. and Point Lobos); or #38R on Geary St. to the end of the line and walk down Point Lobos Ave.

COIT TOWER/TELEGRAPH HILL/NORTH BEACH
Bus #8, #30, or #45 northwest on Third St./north on Kearny and Market streets to Union St. (Washington Square); transfer to bus #39 at Union St. and Columbus Ave. to Coit Tower. Bus #39 continues on to Fisherman's Wharf.

EXPLORATORIUM
Eastbound historic F Streetcar on Market St. to the Embarcadero and Green Station.

FERRY BUILDING/EMBARCADERO CENTER
Eastbound historic F Streetcar on Market St. to the Ferry Building; or Muni Metro inbound to Embarcadero Station.

FISHERMAN'S WHARF
Powell-Hyde or Powell-Mason cable cars from Powell and Market streets, eastbound historic F Streetcar on Market St.; or bus #8, #30, or #45 from Kearny and Market streets to North Point St. Points of Interest: PIER 39, Ghirardelli Square, Aquatic Park, The Anchorage, National Maritime Museum, Alcatraz (from Pier 33).

FORT MASON
Bus #30 from Kearny and Market streets to Chestnut and Laguna streets; walk north to Laguna St. or transfer to bus #28. To reach the hostel, get off at Van Ness Ave. and North Point St.; walk west on Bay St., then turn right into Fort Mason.

GOLDEN GATE BRIDGE/FORT POINT
Bus #38 on Geary St. to Park Presidio Blvd.; transfer to bus #28 (northbound). From Fisherman's Wharf, walk to Bay St. and Van Ness Ave. and take bus #28. Cross the Golden Gate Bridge (Weekends Only) Take Muni bus #76X - Marin Headlands Express from Powell and Sutter streets.

GOLDEN GATE PARK
For the Japanese Tea Garden, San Francisco Botanical Garden, California Academy of Sciences, de Young Museum or Music Concourse, take a westbound bus #5 on Market St. to 10th Ave. and walk into the park; or take Muni Metro N line outbound to Irving St. and Ninth Ave. For the Conservatory of Flowers take bus #5 to Fulton St. and Arguello Blvd.

HAIGHT-ASHBURY
Bus #6 or #7 from the islands in the middle of Market St. to Ashbury St.

JAPAN CENTER/JAPANTOWN
Bus #2 or #3 on Sutter St. to Buchanan St., or bus #38 or #38R on Geary St. to Laguna St.

LEGION OF HONOR/LINCOLN PARK
Bus #38 of #38R on Geary St. to 33rd Ave.; walk north on 34th Ave. to park entrance (short walk), or transfer to northbound bus #18 on 33rd Ave. to the end of the line.

LOMBARD STREET/RUSSIAN HILL
Powell-Hyde cable car from Powell St. to Lombard St.; or bus #45 from Kearny and Market streets to Union and Hyde streets and walk north on Hyde St. to Lombard St.

MISSION DISTRICT/MISSION DOLORES
Bus #14 westbound on Mission St. to 16th St. or beyond. BART: southbound to 16th or 24th St. To reach Mission Dolores: outbound Muni Metro J line to Church and 16th streets, walk one block east on 16th St.

THE MOSCONE CENTER
Walk one block east on Market to Fourth St. Walk south on Fourth St. two blocks to Howard St. Points of Interest: Children's Creativity Museum, Metreon, California Historical Society, Contemporary Jewish Museum, Museum of the African Diaspora and San Francisco Museum of Modern Art.

NOB HILL/GRACE CATHEDRAL/THE MASONIC
Any cable car on Powell St. to California St. and transfer to westbound cable car, or bus #30 or #45 from Kearny and Market to Sacramento St. and transfer to bus #1 to top of Nob Hill.

ORACLE PARK
Buses #30, #45 and the inbound Muni Metro E, N or T lines provide service to the ballpark.

PALACE OF FINE ARTS/MARINA GREEN
Bus #30 (destination "Jefferson Loop") from Kearny and Market streets to the end of the line.

SAN FRANCISCO ZOO & GARDENS
Outbound Muni Metro L line to the end.

TWIN PEAKS
Outbound Muni Metro K, L or M line to Forest Hill Station. Across the street from the station, take bus #36. Get off at Marview Way and Skyview Way; walk up Marview to Farview Court. Turn right on unmarked footpath and walk to the overlook.

UNION STREET
Bus #45 from Kearny and Market streets to Octavia St. and beyond.

YERBA BUENA/CENTER FOR THE ARTS
Walk two blocks east on Market St. to Third St. Walk south on Third St.

Twin Peaks

@David Leong

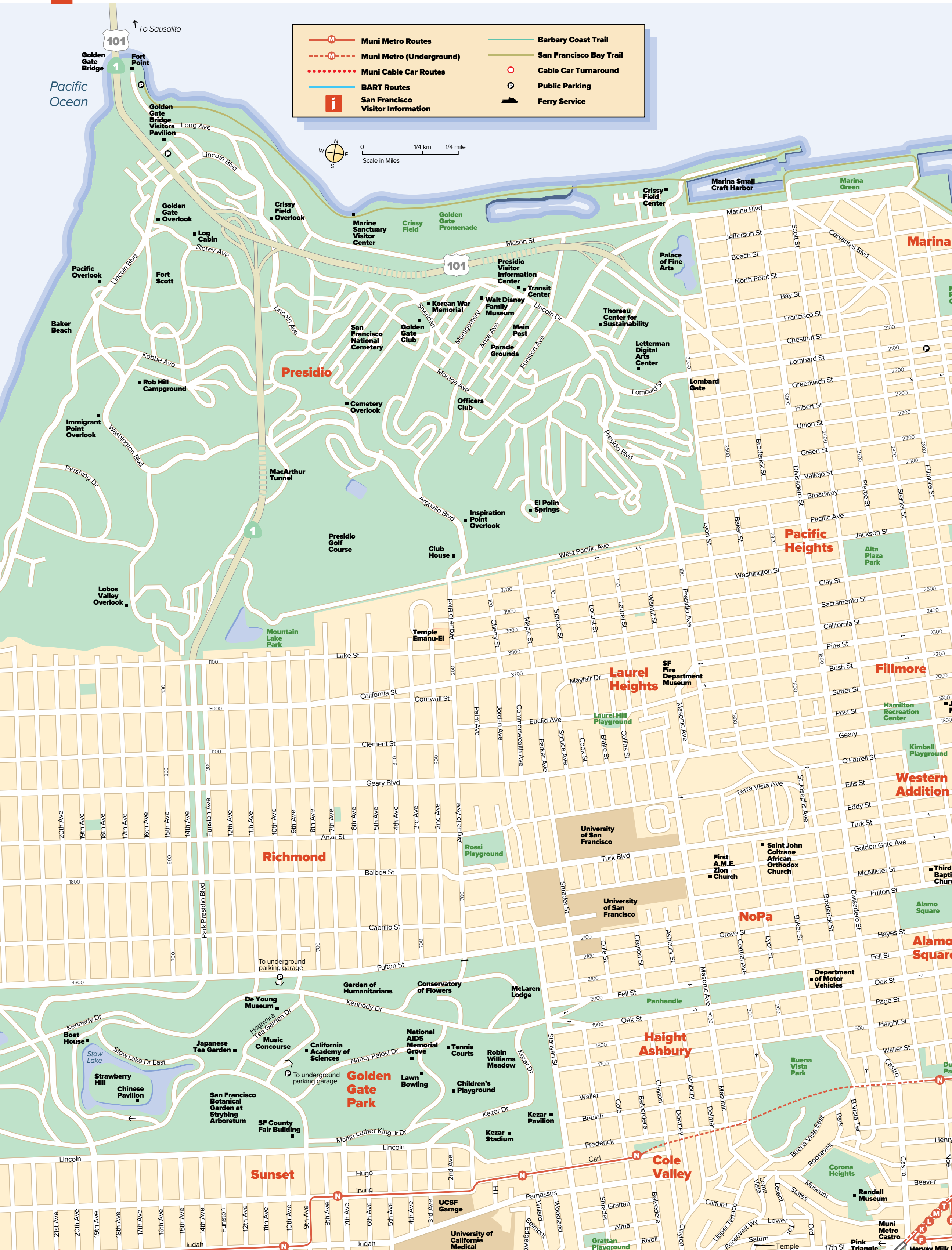
Kayaking Near the Golden Gate Bridge

Getty Images

SAN FRANCISCO

THE CITY BY THE BAY

Discover San Francisco's neighborhoods and find maps of individual districts by visiting **sftravel.com/neighborhoods**.


Muni Metro Routes
Muni Metro (Underground)
Muni Cable Car Routes
BART Routes
San Francisco Visitor Information
Barbary Coast Trail
San Francisco Bay Trail
Cable Car Turnaround
Public Parking
Ferry Service
Scale in Miles
1/4 km
1/4 mile
To Sausalito
Pacific Ocean
Golden Gate Bridge
Fort Point
Golden Gate Bridge Visitors Pavilion
Golden Gate Overlook
Crissy Field Overlook
Log Cabin
Pacific Overlook
Fort Scott
Baker Beach
Marine Sanctuary Visitor Center
Crissy Field
Golden Gate Promenade
Presidio Visitor Information Center
Transit Center
Korean War Memorial
Walt Disney Family Museum
San Francisco National Cemetery
Golden Gate Club
Main Post
Parade Grounds
Presidio
Rob Hill Campground
Cemetery Overlook
Officers Club
Immigrant Point Overlook
MacArthur Tunnel
Inspiration Point Overlook
El Polin Springs
Presidio Golf Course
Club House
Lobos Valley Overlook
Mountain Lake Park
Temple Emanu-El
Crissy Field Center
Marina Small Craft Harbor
Marina Green
Palace of Fine Arts
Thoreau Center for Sustainability
Letterman Digital Arts Center
Lombard Gate
Marina
Pacific Heights
Alta Plaza Park
Laurel Heights
SF Fire Department Museum
Laurel Hill Playground
Fillmore
Hamilton Recreation Center
Kimball Playground
Western Addition
University of San Francisco
Rossi Playground
Richmond
First A.M.E. Zion Church
Saint John Coltrane African Orthodox Church
NoPa
Alamo Square
Third Baptist Church
Department of Motor Vehicles
Panhandle
Haight Ashbury
Buena Vista Park
To underground parking garage
Garden of Humanitarians
Conservatory of Flowers
McLaren Lodge
De Young Museum
Boat House
Stow Lake
Strawberry Hill
Chinese Pavilion
Japanese Tea Garden
Music Concourse
California Academy of Sciences
National AIDS Memorial Grove
Tennis Courts
Robin Williams Meadow
Golden Gate Park
Lawn Bowling
Children's Playground
San Francisco Botanical Garden at Strybing Arboretum
SF County Fair Building
Kezar Pavilion
Kezar Stadium
Sunset
UCSF Garage
University of California Medical Center
Cole Valley
Grattan Playground
Corona Heights
Randall Museum
Muni Metro Castro
Pink Triangle Park
Harvey Milk GLBT History

Barbary Coast Trail
A 3.8 mile (6 km) self-guided walking tour that passes more than 40 historic landmarks from the Old Mint at Fifth and Mission streets to Aquatic Park. The route is marked by 170 bronze medallions and arrows embedded in the sidewalk. Each end of the trail is connected by the Powell-Hyde cable car line.
Note:
Public transit is recommended to access Coit Tower because of heavy traffic.
On weekends, parking near Coit Tower may be limited to residents only.
Bay Trail
This shoreline walking and biking trail begins at Oracle Park and goes through Marina Green, the Presidio and across the Golden Gate Bridge to Sausalito and Tiburon.
Alcatraz
Fisherman's Wharf
Fort Mason
Cow Hollow/ Union Street
Russian Hill
Telegraph Hill
North Beach
Embarcadero
Jackson Square
Barbary Coast
Nob Hill
Chinatown
Financial District
Polk Gulch
Union Square
Theater District
Japantown
Cathedral Hill
Tenderloin
Little Saigon
Civic Center
Central Market
Yerba Buena
Rincon Hill
South Beach
South of Market (SoMa)
Hayes Valley
Lower Haight
Mission Bay
Potrero Hill
Castro
Mission
San Francisco Bay
To Treasure Island
Powell-Hyde Line
Powell-Mason Line
California Line
Muni Metro Mission Rock
Muni Metro Mariposa
Muni Metro Brannan
Muni Metro 2nd & King
Muni Metro 4th & King
Muni Metro Church St
Muni Metro Van Ness Ave
Muni Metro Chase Center
Muni Metro UCSF/ Chase Center
Muni Metro Mariposa
BART to Colma, SFO & Millbrae
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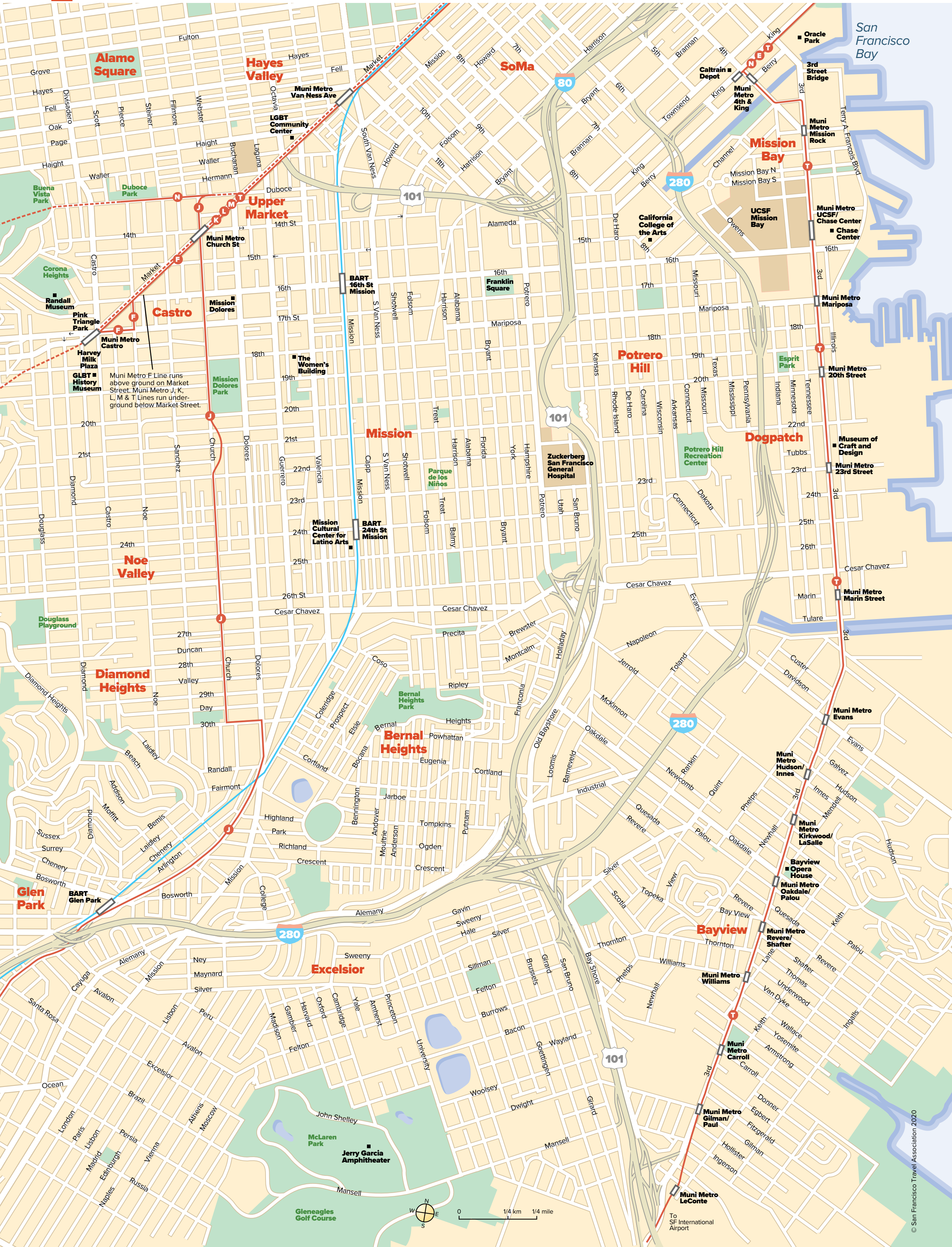
San Francisco Bay
Alamo Square
Hayes Valley
SoMa
Upper Market
Mission Bay
Castro
Potrero Hill
Mission
Dogpatch
Noe Valley
Diamond Heights
Bernal Heights
Bayview
Glen Park
Excelsior
Muni Metro Van Ness Ave
LGBT Community Center
Muni Metro Church St
Muni Metro Castro
Harvey Milk Plaza
GLBT History Museum
Pink Triangle Park
Randall Museum
Corona Heights
Buena Vista Park
Duboce Park
Mission Dolores
Mission Dolores Park
Muni Metro F Line runs above ground on Market Street. Muni Metro J, K, L, M & T Lines run underground below Market Street.
BART 16th St Mission
BART 24th St Mission
BART Glen Park
The Women's Building
Mission Cultural Center for Latino Arts
Franklin Square
Parque de los Niños
Zuckerberg San Francisco General Hospital
California College of the Arts
UCSF Mission Bay
Caltrain Depot
Oracle Park
3rd Street Bridge
Muni Metro 4th & King
Muni Metro Mission Rock
Muni Metro UCSF/ Chase Center
Chase Center
Muni Metro Mariposa
Muni Metro 20th Street
Muni Metro 23rd Street
Muni Metro Marin Street
Muni Metro Evans
Muni Metro Hudson/ Innes
Muni Metro Kirkwood/ LaSalle
Bayview Opera House
Muni Metro Oakdale/ Palou
Muni Metro Revere/ Shafter
Muni Metro Williams
Muni Metro Carroll
Muni Metro Gilman/ Paul
Muni Metro LeConte
Esprit Park
Potrero Hill Recreation Center
Museum of Craft and Design
Douglass Playground
Bernal Heights Park
McLaren Park
Jerry Garcia Amphitheater
Gleneagles Golf Course
To SF International Airport
0
1/4 km
1/4 mile
80
101
280
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Footpath at Muir Beach Overlook